Chevrolet, Ford launch programs, too

Allout sales campaign launched by Chrysler

By Joseph Bohn
Marketing Editor

Chrysler Corp. kicked off a big sales drive last week, including special discount certificates, low-interest financing and other incentives, backed by a large ad program.

The effort is geared to sustaining its sales momentum and boosting its retail deliveries in the months ahead.

Meanwhile, Chevrolet and Ford Division launched major trip incentives and are expected to add additional programs.

"It's getting harder and harder to sell Omni/Horizon and other small cars at high prices," said Maryann Keller, auto analyst with Vilas-Fisher Associates. "I see competition (in the industry) heating up."

One of Chrysler's programs is a "Thank you, America" direct mailing of 4.4 million certificates to consumers and employes, good for $500 off on the purchase or lease of any 1985 North American-built Chrysler car or truck.

Chrysler Chairman Lee Iaccoca differentiated them from rebates by saying that rebates were something offered to everyone, while these certificates go only to selected Chrysler owners and employes.

Certificates were mailed Feb. 15. The program runs from Feb. 11 to June 6, and owners of 1979 to 1984 Chrysler vehicles are targets of the direct-mail effort. Certificates are non-transferrable.

Vehicles are sold-order protected through April 30. So, if someone orders a vehicle by that date and does not take delivery by June 6, he or she will still get the discount.

Chrysler also launched an 8.8 percent APR finance program on 1984-85 Omni/Horizon, Turismo/Charger and Laser/Daytona models from Feb. 14 to April 30. Finanace contracts can run 12 to 60 months maximum and must be financed through Chrysler Financial Corp.

In another program, called "Great American Truck Value," Chrysler is giving dealers price reductions on Ramchargers and pickup trucks.

This program is actually a kind of rebate, since customers can receive the money or assign it to dealers. Chrysler is advertising it as a price reduction, however, and there are no rebate certficates involved. Customers fill out a form for the money.

This program runs from Feb. 14 to April 30. The amounts are $300 on the Ramcharger and the two- and four-wheel-drive D/W 100 and 150 Series trucks and $500 on 2WD and 4WD D/W 250 and 350 models.

The company is also giving away free automatic transmissions on 1984-85 Aries/Reliant K-cars. Participating dealers will be reimbursed the $359.98 cost of the transmissions. However, dealers have to pay the factory $50 for every automatic transmission K-car they sell during the Feb. 14 to April 30 time frame of the program.

Finally, the company is sponsoring trip contests which run from Feb. 11 to May 20. The Chrysler-Plymouth contest is called "Above and beyond;" the Dodge contest, "Only the Best." The contests cover all 1984-85 cars and trucks, including imports. There is double credit on Chrysler LeBaron GTS and Dodge Lancer.

Dealers compete in open and grouped competition. There are three levels of competition, depending on dealership size. The bottom two levels have a step-up option to a higher level.

There is a fast-start provision. Dealers who hit 55 percent of their objective in the first 50 days get trip extensions in Flights I and II and $500 cash in Flight III. The Flight III dealers in each of the company's 24 zones who hit 100 percent of their objectives but don't win trips will be eligible for a trip, based on drawings.

There are a great many trip

Continued on Page 53, Col. 1

Dodge deal donates to famine relief fund

CERRITOS, Calif.—In conjunction with the Greater Long Beach Chapter of the American Red Cross, Cerritos Dodge is donating $100 to the African Famine Relief Fund for every car or truck sold or leased.

Owners of the dealership are Dick Browning, Kent Browning and Steve Goldman.

Subaru gets slippery

The financial community got an early look at the Subaru XT Coupe-GL-10 Turbo Traction when—well before its press preview—it was featured in a slick five-color photo on the cover of Subaru of America, Inc.'s, annual report. With a drag coefficient of 0.29, it's the most aerodynamic production car in the world, its U.S. marketer says. Wedge-shaped XT Coupes will be offered with front drive or on-demand 4WD. Image builders will be available in mid-March.

High-level rumor says engines will come first, then autos

Honda to build plant in Britain?

By Richard Feast
European Editor

LONDON.—Government ministers here are confident that Honda will follow Nissan to become a full-scale auto maker in Britain.

There has been no official confirmation, but the strong rumor in government circles is that Honda will start with an engine manufacturing plant and follow with complete auto production.

What is known is that Honda has acquired a 330-acre greenfield site at Swindon, some 75 miles west of London. Ostensibly, this is for a test and preparation center for its imports and the HX (Acura) models to be built in Britain under the terms of the joint agreement with BL's Austin Rover Group.

Honda President Tadashi Kume is expected in the U.K. next month for discussions with officials of ARG and the Department of Trade and Industry.

In the absence of any confirmation, Honda's plans are open to considerable speculation. What is certain is that the site selected is too large simply to be a pre-delivery inspection area.

The ARG connection may hold the clue. ARG is to build both Honda and Austin Rover versions of the forthcoming luxury sedan. They will be sold in competition with each other in the respective companies' European dealer networks.

In the U.S. market, Honda will source from Japan, while ARG will use U.K.-built models for its return.

Production start-up has been delayed—by development of the Honda engine—and is now put at the first quarter of next year.

These developments will turn Honda into a European producer, even if the cars are made by ARG. But it will not give Honda a full product lineup. Its smaller models will have to be imported from Japan, and that still means restrictions in Italy, France and the U.S.—three of Europe's four main national markets.

Honda may use Swindon to manufacture a complementary line to the joint XX/HX Austin Rover.

It could also be used solely for engine manufacture. Just which company will supply European-built XX/HX models with engines and gearboxes has never been spelled out.

Two factors point toward Honda. First is the Japanese company's established expertise in the area. The second is ARG's lack of cash to design, develop and build a new generation of gasoline power units. Its current small engines are developments of some basically very old designs.

Becoming an engine and gearbox supplier to the whole of ARG would further cement the ties between the two companies. It would turn Honda into a member of the European club, and at the same time take the financial burden off ARG.

There are no financial links between Honda and ARG, nor any separate joint companies. ARG has built the Honda Ballade under license (as the Triumph Acclaim) and is now making the Honda Civic sedan as a Rover.

Nissan is building a small assembly factory at Sunderland, in the north of England, which will begin outuput next year. But the company is expected to develop the 800-acre site into a full production unit of up to 200,000 annually over time.

Talk of building more capacity in Europe will disturb the volume car makers like Ford, General Motors, Fiat, Volkswagen, Peugeot and Renault, which already reckon installed capacity exceeds demand by as much as 2.5 million units.

Honda has traditionally been more prepared than its rivals to take production out of Japan and into the rest of the world. It did so with motorcycles, and has more recently moved into the U.S. in a substantial way.

It is a very export-oriented company, which means it is more susceptible to trade measures taken against Japanese products. Last year it exported 65 percent of its 989,000 production, compared with 53 percent for Japanese auto makers as a whole.

Early-month car sales trail year-earlier rate

By Jenny L. King
Detroit Reporter

Judging from the results of the first four sales periods of this year, 1984 is proving a tough act to follow for the U.S. auto makers.

The early February total this year was down more than 16,000 units from the sum posted in 1984 making it 9.07 percent off although on a daily-rate basis it was up 2.30 percent.

The year-to-date figure of 793,258 was up 3.68 percent from 765,129. On a straight comparison, excluding daily-rate, there have been two 10-day periods ahead and two behind 1984. A year ago, the first four periods all were up and the gains ranged from 25.99 to 64.26 percent over 1983 sales levels.

Domestic sales this Feb. 1-10 totaled 165,221, down 9.07 percent from 181,694 in 1984. With eight days in the period this year, the daily rate averaged 20,653, up 2.30 percent from 20,188 figured on nine days a year earlier.

Chrysler Corp. and Honda were winners any way totals are compared. Chrysler was up 5.30 percent (or 18.50 percent daily rate), to 23,980 from 22,772. Honda was up 75.06 percent, to 4,331 from 2,474 (up 96.73 percent daily rate).

General Motors was off 6.32 percent, to 93,077 from 99,353. That was an increase of 5.40 percent on a daily-rate basis. Ford Motor Co. reported sales of 40,413, down 21.02 percent from 51,166 last year (down 11.13 percent daily rate).

American Motors was off 45.22 percent, to 2,520 from 4,600 (down 38.38 percent daily rate), and Volkswagen dropped 32.28 percent, to 900 from 1,329 (down 23.65 percent daily rate).

The slicing of the market pie produced a 56.34-percent piece for GM, up from 54.68 percent a year earlier. Ford slipped to 24.46 percent from 28.16 percent. Chrysler climbed to 14.51 percent from 12.53 percent. Honda claimed 2.62 percent, up from 1.36 percent. AMC was down to 1.53 percent from 2.53 percent, and VW held the remaining 0.54 percent, down from 0.74 percent.

Sales were up this year for six makes, with the remaining nine on the down side. Plymouth was up 23.23 percent, Dodge was up 17.29 percent, Lincoln was up 33.58 percent, Buick was up 0.25 percent, Chevrolet was up 4.44 percent and Honda was up 75.06 percent.

Chrysler was off 23.98 percent, Ford was down 21.30 percent, Mercury was down 32.64 percent and Cadillac was down 21.14 percent. Oldsmobile was down 18.51 percent, Pontiac missed by 1.92 percent, AMC was down 54.29 percent, Renault was down 43.59 percent and VW was down 32.28 percent.

DOMESTIC SALES

	Feb. 1 -10, 1985	Feb. 1 -10, 1984
Renault Alliance-Encore	2,200	3,900
AMC	320	700
AMERICAN MOTORS	2,520	4,600
Chrysler	5,782	7,606
Plymouth	8,503	6,900
Dodge	9,695	8,266
CHRYSLER CORP.	23,980	22,772
Ford	25,900	32,909
Mercury	10,046	14,913
Lincoln	4,467	3,344
FORD MOTOR CO.	40,413	51,166
Buick	18,330	18,285
Cadillac	6,053	7,676
Chevrolet	28,490	27,279
Oldsmobile	24,669	30,271
Pontiac	15,535	15,842
GENERAL MOTORS	93,077	99,353
VOLKSWAGEN	900	1,329
HONDA	4,331	2,474
U.S. INDUSTRY TOTAL	165,221	181,694

Buick to keep Skylark name

FLINT.—Buick will name its four-door version of the Somerset Regal "Skylark," insuring the continuity of the nameplate used on the X-cars and a number of other Buick lines in the past. There will be no X-car for 1986.

The new Skylark will be launched as a 1986 model. It is based on the N-body (GM20) platform currently sold as a two-door by Buick, Oldsmobile and Pontiac. The new Skylark and the Somerset Regal are positioned between the Skyhawk and Century lines, Buick said.

The Skylark name dates back to 1953, when it was attached to a limited-edition full-size Buick convertible.

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60th year—No. 5062

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'84 earnings reach $2.91 billion

Ford tops old record by a billion

Ford Motor Co. reported a record profit of $2.91 billion for 1984, beating by more than a billion dollars its previous record net income of $1.90 billion, established just a year earlier in 1983.

Ford said the improvement reflected higher industry sales in the U.S. and Canada, higher market shares in the U.S. and Europe and worldwide cost reductions.

Worldwide dollar sales were a record $52.37 billion in 1984, up 18 percent over the previous peak of $44.45 billion reported for 1983.

For the fourth quarter, Ford reported net income of $721 million, 8 percent lower than the record profit of $781 million reported in the fourth quarter a year earlier. A strike in Europe was blamed for the profit decline. Fourth-quarter sales amounted to $13.4 billion worldwide, up 8 percent over $12.4 billion in 1983.

Factory sales numbered 5,667,000 cars, trucks and tractors for the full year, up 13 percent. For the fourth quarter, unit sales were 1,438,000, up 6 percent.

Chairman Donald E. Petersen and President Harold A. Poling said Ford's increase in its U.S. car share rose to 19.2 percent in 1984 from 17.2 percent in 1983. Its increase was the largest of any company's, they said. In Europe, they said, Ford was the car sales leader for the first time in history, achieving a record market share for the fourth year in a row.

In reporting profits, Petersen and Poling cautioned that "one or two good profit years don't necessarily repair a balance sheet that was badly hurt in the early 1980s."

They noted that in the U.S., Ford still has a cumulative loss of $1 billion after taxes since 1979. During that same period, they said, Ford spent more than $16 billion in capital expenditures and research and development in the U.S. to improve quality, introduce new products and increase productivity.

"As a result," they said, "Ford's financial condition remains substantially diminished from historical levels. Debt is 66 percent higher than at mid-1979 and equity is nearly $750 million less.

"Continued profitability is mandatory if Ford is to recoup its massive investment in the U.S. auto industry and, most importantly, be in position to continue making the investments required to remain competitive."

Chrysler's record earnings triple previous peak net

By Dan McCosh
Detroit Reporter

Chrysler Corp.'s record $2.4 billion net earnings in 1984, an alltime record for the company, will be difficult to match in 1985, said Chrysler Chairman Lee A. Iacocca, if only because the company expects to be paying corporate income taxes for the full year.

Chrysler's 1984 profit was more than three times the $701 million earned in 1983, the former record. Sales for 1984 were a record $19.6 billion, up 47 percent from the former peak of $13.3 billion in 1983.

The company also set a record of earnings per common share of $18.88 last year.

Fourth quarter earnings of $609.7 million, on sales of $5.3 billion, also set a record. They compared with earnings of $118.3 million on sales of $3.8 billion in 1983. The quarterly profit in 1983 was reduced by a one-time $224 million writedown of Chrysler's investment in Peugeot, S.A.

Iacocca also announced the company had completed additional moves to reduce its debt, resulting in a debt/equity ratio of 0.4:1. Chrysler last year retired $76.8 million of 12 percent subordinated debentures sold to dealers and suppliers.

The company also repurchased the last outstanding warrants on Chrysler stock: 2.6 million warrants for $58 million. It acquired 2.4 million shares of its common stock at a cost of $64.5 million.

Iacocca also repeated an earlier announcement that the company plans to spend $10.5 billion over the next five years, including $2.8 billion in 1985. But he added that the plans are contingent on negotiations with the Japanese on import restraints.

"We know what's going to be done, but we don't know where," Iacocca said.

The company has allocated $135 million for executive bonuses for 1984.

Iacocca also announced a distribution of $500 per worker, totalling about $50 million, in recognition of the contribution made by employes during the company's bad days.

Total earnings during the past nine quarters (including the first quarter of 1985, to date) have surpassed the $3.283 billion total lost during the company's struggle for solvency, Iacocca noted.

GM dual for Weston

GRESHAM, Ore. — Jim Weston has signed franchises for Jim Weston Pontiac-Buick-GMC here.

Big Three set profit record of $9.8 billion

DETROIT.—The Big Three auto makers piled up alltime record profits of $9.8 billion last year, topping their previous high of $6.3 billion in 1983.

Each of the companies set a record in 1984. General Motors accounted for $4.5 billion of the year's total. Ford Motor Co. showed a profit of $2.9 billion, and Chrysler Corp. had net income of $2.4 billion.

Big Three profits
(In millions)

	1984	1983
General Motors	$4,517	$3,730
Ford Motor Co.	2,907	1,867
Chrysler Corp.	2,380	701
TOTALS	$9,804	$6,298

As result of record profit

$500 bonus for Chrysler workers

By Marjorie Sorge
and Dan McCosh
Automotive News Staff

DETROIT.—Chrysler Corp. will pay its 100,000 UAW and white collar workers in the U.S. and Canada $500 bonuses for their part in Chrysler's $2.4 billion profit in 1984.

"We have Valentine's Day presents for everybody," Chrysler Chairman Lee A. Iacocca said when announcing the corporations profits on Feb. 14.

But, he said the $500 bonus, which will cost Chrysler about $50 million, will not set a precedent and "is a voluntary contribution to our workers." The $500 does not include tax deductions.

The Canadian workers will be paid in Canadian currency.

Some observers said the $500 bonus was issued conveniently since the contract between Chrysler and the UAW expires Oct. 15.

The workers will also be eligible for a $500 discount on new Chrysler products if they order by April 30 or purchase from a dealer by June 6.

But, Chrysler's rebound and high profits could have meant much more than $500 to the UAW-represented Chrysler workers. They gave up a lucrative profit sharing formula in 1982 in exchange for upfront wage increases. Had they stayed with the profit sharing, the check for 1984 would have topped $5,000, sources said.

Those eligible for the profit sharing are below the incentive compensation level. About 1,460 employes at that level will be dividing up about $135 million.

General Motors recently announced its proft sharing payout which averaged $515 (excluding taxes) for each UAW worker, compared with $606 in 1983. GM made $4.5 billion in 1984.

During contract talks last summer GM had indicated profit sharing could be about $1,000 if the company continued as it was then.

But, according to GM, the strikes in the U.S., Canada and Europe, which affected U.S. production, accounted for most of the drop in profit sharing.

GM workers are also eligible for a $129 discount on new GM vehicles which can only be used if the worker is willing to put his profit sharing check towards the purchase of the car as well.

Ford has not yet released its profit sharing figures but sources said it will likely average $1,500 to $1,600 per worker. Ford plans to announce its profit sharing figures March 13. It made $2.9 billion last year.

The $500 Chrysler bonus was announced jointly in a press release by Iacocca and UAW President Owen Bieber.

According to a prepared statement, the bonus came out of discussions Bieber had as a member of the Chrysler Board of Directors and is in connection with a marketing program which gives every customer who bought a new Chrysler vehicle from 1979 to 1984 a $500 certificate towards the purchase of a new Chrysler car or truck.

Rolling greehouse

The Vision's greenhouse extends from the windshield to the rear in a single expanse of glass. The circular sunroof rotates electrically to an open or closed position.

ASC's futuristic Vision has sunroof that rotates

SOUTHGATE, Mich.—ASC, Inc., will unveil the Vision, a show car study in aerodynamics and contemporary styling, at next week's SAE Exposition in Detroit.

The four-passenger Vision has a futuristic look, enhanced by the use of flush-mounted glass all around. The vehicle's greenhouse extends from the front windshield to the rear in a single expanse of glass. Incorporated in the all-glass roof is a circular sunroof which rotates electrically to an open or closed position.

The Vision's sleek body is complemented by flexible urethane rear wheel skirts, flush-mounted headlights and aero wheel covers. The car is also equipped with an electrically controlled rear decklid spoiler that adjusts to varying driving requirements. The Vision also has a lower rear spoiler.

The vehicle is powered by a high-performance 2.2-liter turbocharged engine coupled to a three-speed automatic transmission. It has a wheelbase of 100 inches and an overall length of 170 inches. It is 48 inches high.

The pearlescent white Vision has white leather bucket seats accented with woven cloth insets. It is equipped with electronic digital instrumentation and an on-board computer.

The car's keyless entry replaces conventional door locks with a remote key-chain-mounted control unit. The driver pushes a button as he approaches the car and the doors unlock. The fuel filler cap is concealed behind the rear license plate, which moves aside electrically for easy access to the cap during refueling.

Perot explains his plans for first Saturn

DETROIT.—Ross Perot has special plans for the first General Motors Saturn car, and he says he's already ordered it.

He plans to buy the car and then see that it is raffled off to a member of the original Saturn team.

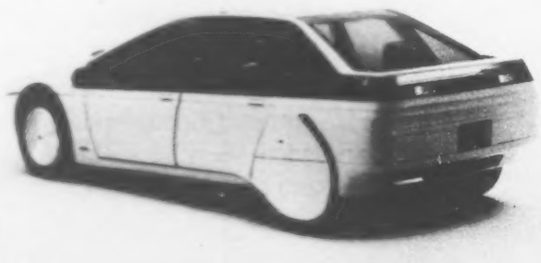
Perot, who is chairman of Electronic Data Systems, GM's new computer services subsidiary, told those attending a Saturn dinner that he believes the first car should turned over to the UAW and the original Saturn group.

He plans to purchase the car and give it to Joe Molotke, UAW co-chairman of the Saturn team, who would then raffle it off to the original Saturn people.

The car would include a plaque with the signatures of the original Saturn team members, Perot said.

Perot's move was prompted by a comment by GM Chairman Roger Smith. Smith told the dinner guests he plans to drive the first Saturn off the line while Donald Ephlin, UAW vice president and director of the GM department, rides in the passenger seat.

"Where the hell am I?" Perot asked. — MARJORIE SORGE



Attention to aerodynamics

Details of ASC's Vision show car were designed with attention to aerodynamics. The vehicle's body contours are complemented by flexible urethane rear wheel skirts and aero wheel covers. The rear decklid spoiler adjusts to driving requirements.

truck industry news

Mack's 'unconventional conventional'

Super-Liner II, Mack's "unconventional conventional," combines the new Ultra-Liner chassis with the long-nose front end and conventional cab which now is fully galvanized for greater protection against rust and corrosion.

New Mack long-nose called 'blend of best'

ALLENTOWN, Pa.—Mack Trucks, Inc., has introduced the Super-Liner II, a second-generation long-nose conventional with a new chassis, upgraded cab and improvements in performance, comfort and convenience features.

Full production is scheduled to begin late this month or early March for the new model, which is offered in two configurations—the RW600 Series for highway-tractor operations and the RW700 Series for construction and heavy-duty low-boy applications.

The Super-Liner II, a Mack spokesman said, is aimed at "the increasingly popular premium conventional market segment, with an entry blending top features of the Ultra-Liner cabover and Super-Liner conventional.

"This 'blending of the best' concept," he added, "has enabled Mack to eliminate 30 percent of the predecessor's parts for greater standardization and efficiency."

The Super-Liner II chassis is the same as that of the Ultra-Liner cabover introduced in 1983, and the new model also shares many of the Ultra-Liner's design features.

The Mack spokesman noted that the new deep-center section provides greatly improved riding comfort, with lighter-weight characteristics than straight-through frame rails.

Frame reinforcement is available on both the RW600 and RW700 models according to application and capacity, he added, with aluminum frame rails optional on the RW600 Series.

"Chassis components contribute further to the Super-Liner II model's accent on comfort," the spokesman said.

"The steering gear is now frame-mounted to minimize road shock, and taper-leaf front suspension is standard on front axles, with both Mack and Rockwell versions available," he added. "Mack, Rockwell and Eaton rear axles also are offered."

The new conventional features Mack Econodyne six-cylinder and V-8 diesel engines, including a new 500-HP V-8 with a four-valve cylinder head for greater fuel efficiency and performance. The engines are mated to the Mack T-200 Series transmissions.

Drivetrain components from other major industry suppliers also are available, the Mack spokesman said.

The Super-Liner II features

Continued on Page 34, Col. 5

300 exhibitors seen for bigger Louisville show

LOUISVILLE.—About 300 exhibitors are expected to participate in the 14th annual Mid-America Trucking Show Feb. 28—March 2 at the Kentucky Fair & Exposition Center here, according to Paul Young of Exhibit Management Associates, Inc., the promoters.

Among the exhibitors will be nine truck manufacturers, major engine manufacturers, six trailer builders and many representatives of truck component and service suppliers, he said.

"We'll be about 30 to 40 percent bigger than last year," he added, and he estimated that attendance will increase to 30,000, up from 22,000 last year.

Significant gains reported for three major market segments

January truck sales up 30 pct.

Retail sales of new trucks of all types in the U.S. in January were 30 percent higher than the previous year, with hefty increases in the three major market segments.

During the month, according to preliminary manufacturer and distributor reports, franchised dealers and factory outlets retailed 362,362 vehicles, compared with 278,440 in the first month of 1984.

January sales of light trucks totaled 339,616 units, a gain of 29.3 percent over last year's 262,605. Mediums were up 27.1 percent, from 3,729 a year ago to 4,738. Heavies were 48.8 percent higher, 18,008 versus 12,106.

Compact-truck sales were more than 50 percent greater than a year ago, and accounted for almost half of the month's light-truck sales.

Dealers retailed 166,994 small trucks of all types in January, an increase of 54.5 percent over the year-earlier 108,068. Sales of domestic compacts totaled 108,200 units, representing almost 65 percent on the month's total.

In January, Big Three dealers retailed 269,341 trucks, an increase of 24.1 percent over last year's 217,014. Only GMC reported fewer sales this year than a year ago.

During the month, Chevrolet dealers retailed 99,355 vehicles, up 23.1 percent over last year's 80,683. The total included 2,700 Astro minivans, an increase of 75 percent over the 1,544 sold in December.

Ford dealers sold 96,887 units in January, a gain of 24.4 percent over the year-earlier 77,877.

Sales by Dodge and Chyrsler-Plymouth dealers during the month were up 47.7 percent to 47,113 units, compared with 31,888 the previous year. The minivans—the Dodge Caravan and Mini Ram Van and Plymouth Voyager—ac-

Continued on Page 32, Col. 4

Cherokee 4x2 wagon has $9,195 base price

SOUTHFIELD, Mich.—American Motors has announced a base price of $9,195 for its new two-wheel-drive Jeep Cherokee SportWagon, $1,350 below the 4x4 model.

Joseph E. Cappy, sales and marketing group vice president, said the new model is expected to have its greatest impact in Sun Belt markets where there is less need for four-wheel-drive systems. It will be offered in both two-door and four-door versions.

Trucking firms suing states over use taxes

ATLANTA.—The Private Truck Council of America, Inc., and several trucking companies are going to court to challenge state laws on truck taxes.

The Council, based in Washington, filed a suit in Fulton Superior Court here contending Georgia's law is a "retaliatory" tax and violates interstate commerce sections of the U.S. Constitution.

The organization said suits also are being filed in Nebraska, Oklahoma, New Jersey, New Hampshire and Maine.

The suit filed here contends that the highway-use taxes for trucking companies in certain states vary for each of the states depending on where the trucks are registered.

The suit is asking for a permanent injunction to stop Georgia officials from collecting the tax from out-of-state trucking firms. It also asks refunds, with interest, on fees already collected since the amended law went into effect this year.

"The state by its taxing scheme favors domestic enterprises over enterprises from other states," the suit charges. "Georgia's retaliatory taxes and fees further impose an unlawful burden on interstate commerce because they vary in amount depending on the particular state of vehicle registration."

The suit alleges that "hundreds of interstate motor carriers" are affected by the law.

The association charged that trucks operating in Georgia from 13 particular states pay annual state road-use taxes and fees ranging from $5 to $180, in addition to "trip fees" for each round trip into or through the state.

Trucks registered in some states are allowed to forego the registration fees, but are required to purchase 5-and-10-day temporary permits costing from $10 to $66, the suit noted.

The Georgia law was amended during the last legislature session as an equalizer because Georgia-registered trucks were being levied additional road-use taxes in certain other states, said C.L. Koch, of the State Revenue Department.

Richard Schweitzer, legislative counsel for the trucking organization, said the tax is not serving any revenue need to build any highways.

"It's just what it says; it's retaliatory," he said.

DDA is offering output retarder for transmissions

Detroit Diesel Allison Division is offering output retarders as an option on its Allison MT and HT series automatic transmissions for medium and heavy trucks and buses.

DDA said its retarder can provide up to 80 percent of a vehicle's braking requirements and provide sustained braking at high as well as very low speeds.

The company also said the retarder can extend service-brake life four to seven times and allows a driver to negotiate downgrades at considerably higher speeds, reducing trip times and improving productivity.

The DDA retarder is a two-stage unit featuring both friction clutch and hydraulic retardation. It is mounted at the rear of the transmission and applies braking effort directly to the driveshaft, eliminating associated transmission-component wear and reducing the need to make gear changes to maintain retardation, according to DDA.

The retarder can be applied automatically through the vehicle's service-brake system or with a separate hand lever.

Retarder cooling is provided by the engine/transmission cooling system and a separate high-capacity oil-to-water cooler.

DDA said the optional unit imposes only a slight increase in weight and no length or height penalty on the standard DDA transmission.

ATA asks EPA to develop separate particulate standard instead

HD diesel-trap exemption urged

WASHINGTON.—The American Trucking Assns. has urged EPA to exempt line-haul truck equipment from use of emission trap/oxidizers on heavy-duty diesel engines, and to develop instead a separate particulate standard.

In comments filed with EPA, the trucking group charged that "EPA has not adequately demonstrated that the fundamental problems remaining with trap/oxidizer application. . .can be resolved by 1990 at the emission levels proposed."

EPA has called for more stringent diesel gaseous and particulate emission standards for 1987 and 1990 model-year trucks. A major part of ATA's criticism centers on required use of trap/oxidizers.

The trap devices, ATA contended, would disrupt the expected life and mileage of a vehicle significantly if imposed today, and present potential safety problems.

EPA also erred when it concluded that its proposal would not impact small businesses, ATA charged.

Substantial increases in the initial price of equipment along with increased operating costs will affect both large and small carriers dramatically, the ATA said, particularly the single-vehicle owner/operator.

The proposed standards for heavy diesels, the trucking group continued, will cost the trucking industry an additional $2.2 billion in fuel costs by 1997.

The standards will impose a "fuel-economy penalty" amounting to an estimated $6,000 per truck annually, ATA contended.

ATA took issue with EPA's approach to reducing heavy-diesel emissions, arguing that it makes no sense to establish rules that increase the amount of fuel needed to haul the same amount of freight.

The trucking group expressed considerable concern that the regulations, if enacted, would negate vehicle-productivity advances included in legislation which now allows the use of twin trailers and wider equipment on the nation's interstate highway system.

Also lost would be any future fuel-economy gains, ATA noted.

In its effort to arrive at a proposal, the trucking group charged, EPA has misled Congress by overstating the amount of future emissions and understating dramatically the effect these regulations will have on the trucking industry and the nation.

ATA urged that the agency consider studying costs and benefits of reducing the sulfur content in diesel fuel which could make EPA's "now unrealistic particulate standards possible."

Boston showgoers to see Class 8 Scania

STOCKHOLM, Sweden.—Scania's Class 8 trucks will be exhibited at the New England Truck Show in Boston April 24-26. Afterward, they will be used in a dealer-recruitment campaign prior to going on sale in the fall.

Saab-Scania of America, Inc., initially will market one Scania model, the 112 powered by an 11-liter, six-cylinder diesel engine, in the New England States. The firm said it will distribute its entire line throughout the U.S. within five years.

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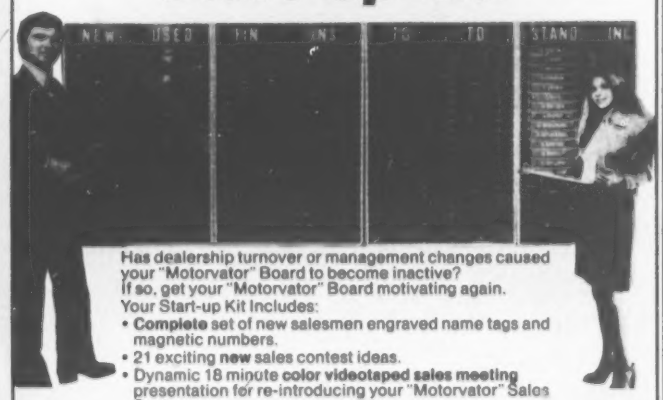

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At House hearing

Ford official, director differ on South Africa

By Geoff Sundstrom
Washington Reporter

WASHINGTON.— William D. Broderick, Ford Motor Co.'s director of international governmental affairs, defended U.S. investment in South Africa before a House Foreign Relations subcommittee as Ford Director Clifton R. Wharton Jr. told the same panel that U.S. business should get out of that country.

Neither man spoke directly on behalf of Ford Motor Co., but their testimony came as Ford announced the merger of its South African company with Amcar Motor Holdings, the automotive subsidiary of South Africa's Anglo American group. Ford said the consolidation move was based wholly on financial considerations.

Broderick testified on behalf of an estimated 135 American companies that have signed the so-called Sullivan Principles, a voluntary corporate code of conduct for business activity in South Africa. The principles promote nondiscrimination in employment and other corporate affairs.

Broderick said his group rejects "the legal and political premises and consequences of apartheid," but that the presence of American businesses in South Africa operating under the Sullivan Principles can make "a greater contribution" to racial reform than would be possible under a policy of disinvestment.

Broderick pointed to U.S. business support of black trade unions, and opposition to the so-called "Orderly Movement of Persons Bill" as evidence of meaningful corporate efforts to encourage change in South Africa.

But Wharton challenged Broderick saying, "Despite the helpful objectives of the Sullivan Principles, there is no evidence that the U.S. presence and practices are making any substantial, permanent progress in breaking down the legally sanctioned and brutally enforced South African policies of apartheid."

Wharton did say, however, that "as a director of Ford Motor Co., one of the larger American firms in South Africa, all the evidence I have seen convinces me that Ford and the other Sullivan Principle firms have performed in good faith and have made a significant difference in the lives of those whom they employ.

"But is this enough to justify their continued presence? My answer is no," he said.

Both Ford and General Motors were criticized in testimony by Dr. Jean Sindab, executive director of the Washington Office on Africa, a leading anti-apartheid organization.

Sindab said Ford and GM vehicles were used by the South African military and police and that "the two companies alone comprise 24 percent of the South African automotive market."

Sindab said, "Ford began its South African operations in 1923. For the 54 years between that time and 1977 when the Sullivan code was implemented, Ford contributed to the growth of the automotive industry in South Africa while simultaneously exploiting cheap black labor.

"Only when the pressure mounted from the black South African trade union movement and the U.S. divestment movement did Ford and the other corporations design and sign on to the principles in 1977."

Sindab also testified that a 1979 strike at a Ford plant in South Africa resulted in the firing of 700 workers.

"Although Ford eventually reinstated the workers after tense negotiations, the South African security police conveniently detained several strike leaders, including Thozamile Botha, who was subsequently banned," Sindab said.

Big Three January sales

	1985	1984
Ford		
Vans	14,647	11,572
Club Wagon	3,274	2,474
Ranger	18,579	13,084
Bronco	4,089	3,373
Bronco II	8,823	6,329
Pickups	42,630	38,902
Mediums	3,788	1,909
Heavies	1,057	544
Chevrolet		
Vans	12,693	12,190
Sportvan	1,924	1,740
Astro	2,700	----
S-10	17,345	13,415
S-10 Blazer	13,963	9,704
Blazer	3,733	3,899
El Camino	1,704	1,823
Suburban	4,497	3,147
Pickups	39,236	33,709
Mediums	1,560	1,056
Chrysler		
Vans	4,809	5,426
Ram Wagon	2,876	2,868
Voyager	7,533	4,118
Caravan	7,939	4,072
Mini Ram Van	2,125	12
Ram 50	6,132	3,103
Other Plymouth Trucks	----	378
Ramcharger	3,171	2,017
Rampage	----	644
Pickups	12,528	9,250
GMC		
Vans	2,964	4,544
S-15	3,389	3,320
S-15 Jimmy	3,045	2,769
Jimmy	778	905
Safari	584	----
Caballero	203	194
Suburban	1,302	1,258
Pickups	9,257	10,512
P Models	1,747	521
Mediums	1,884	1,595
Heavies	833	948

Bennett signs

Walter A. Bennett, right, Bennett Chevrolet-Buick, Inc., Kingsland, Ga., signs with Chevrolet. Looking on is R.J. Bresnahan, Jacksonville (Fla.) zone manager.

Judge says GM isn't obliged to provide air bag

WASHINGTON.—A Florida judge's decision that auto makers cannot be held liable for failing to protect auto occupants with air bags will be appealed, according to lawyers for the plaintiff.

Judge George C. Carr, of the U.S. District Court for the Middle District of Florida, ruled in a summary judgment that as a matter of public policy, General Motors is not obliged to provide air bags in order to make its cars more crashworthy.

The case involved a 1977 Pontiac Grand Prix which was struck on the left front bumper when another vehicle ran a stop sign. The Grand Prix was "side-slapped" by the other vehicle as it rotated after the impact.

Marcia Evers, the driver of the Grand Prix, suffered a brain injury in the accident, although she was wearing a seat belt.

Judge Carr said he believes air bags are effective but he said his court could not require every auto maker to install passive restraints.

The decision follows an earlier case against Ford Motor Co. that charged, among other things, that Ford was liable for injuries to the plaintiff because it failed to equip its vehicles with air bags. Ford settled the case out of court for $1.8 million but said that the "secondary air-bag allegation played no significant role."

Truck sales in January rise 30 pct. to 362,362

Continued from Page 18

counted for 37 percent of the total with 17,597 sales.

GMC dealers retailed 25,986 vehicles in January, a decline of 2.2 percent from the previous year's 26,566. But sales of the Safari minivan more than doubled the December total, 584 versus 200.

January sales of Jeep four-wheel-drive vehicles were up 21.3 percent to 13,182 units, compared with 10,869 in the same month a year ago. Sales of the downsized Cherokee and Wagoneer totaled 8,471, representing 64.3 percent of the month's count.

Nissan/Datsun dealers retailed a record 30,419 compact trucks during the month, an increase of 134.2 percent over last year's 12,989. The total included 13,553 trucks built in the U.S., which was almost triple the year-earlier 4,864.

January Toyota sales also hit an alltime high of 23,909 units, up 47.3 percent from the previous mark of 16,235 set a year ago.

Mazda dealers retailed 7,124 vehicles during the month, a decline of 16.7 percent from last year's 8,549 units.

Sales of the compact Isuzu trucks hit a record 3,032 units in January, an increase of 79.3 percent from last year's 1,691.

During the month, Mitsubishi dealers retailed 1,731 small trucks, also a new high and a gain of 34.2 percent over the previous year's 1,290.

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Original Equipment/Aftermarket

factories list auction dates

American Motors

Feb. 19—High Point Auto Auction, High Point, N.C., and D-A Auto Auction, New Stanton, Pa.

Feb. 20—Columbus Fair Auto Auction, Obetz, O.; Central States Auto Auction, Mason City, Ia., and Metro Milwaukee Auto Auction, Caledonia, Wis.

Feb. 21—Evansville Auto Auction, Evansville, Ind.; Todd Auto Auction, Telford, Pa., and Northstar Auto Auction, Shakopee, Minn.

Feb. 26—Aptco Auto Auction, Taylor, Mich.

Chrysler Corp.

Feb. 19—Hatfield Auto Auction, Hatfield, Pa., and Aptco Auto Auction, Taylor, Mich.

Feb. 20—Butler Auto Auction, Gibsonia, Pa.; Sand Mountain Auto Auction, Boaz Ala.; Minneapolis Auto Auction, Plymouth, Minn.; Dallas Auto Auction, Grand Prairie, Tex., and Salt Lake Auto Auction, Salt Lake City, Utah.

Feb. 21—Fredericksburg Auto Auction, Fredericksburg, Va., and Clanton's Auto Auction, Darlington, S.C.

Feb. 22—Concord Auto Auction, Apton, Mass.; St. Louis Auto Auction, Bridgeton, Mo., and Cincinnati Auto Auction, Hamilton, O.

Feb. 26—Northway Exchange, Clifton Park, N.Y.; Hatfield Auto Auction, Hatfield Pa.; Metro Auto Auction of Kanas City, Lee's Summit, Mo., and NuCarPrep System, Santa Fe Springs, Calif.

Used Car Sales
Auction Averages

February to date	$4,699
Month ago	$5,192
Year ago	$5,296

Ford Motor Co.

Feb. 19—Aptco Auto Auction, Taylor, Mich.

Feb. 20—Lakeland Auto Auction, Lakeland, Fla., and Brasher's Southern California Auto Auction, Fontana, Calif.

Feb. 21—166 Auto Auction, Springfield, Mo., and Skyline Auto Exchange, Fairfield, N.J.

Feb. 26—Big H Auto Auction, Houston.

General Motors

Feb. 19—South Seattle Auto Auction, Kent, Wash.

Feb. 20—Metro Auto Auction, Kansas City, and Clanton's Auto Auction, Darlington, S.C.

Feb. 21—Indianapolis Auto Auction, Indianapolis.

Feb. 27—Brasher's Salt Lake Auto Auction, Salt Lake City.

Model Breakdown
Auction Averages

	FEB 1985	JAN 1985	DEC 1984
1985	$14,024	$11,375	
1984	8,839	8,726	9,531
1983	6,364	5,978	6,760
1982	5,427	5,343	5,112
1981	4,121	4,350	4,454
1980	3,337	3,600	3,528
1979	2,657	2,771	3,932
1978	1,869	2,117	2,047
Overall Average	$4,699	$4,992	$4,863

used-car auction directory

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Stocks rise; makers gear for sales push

Continued from Page 1

88; Fiero, 89; Turismo, 91; Lynx, 92½; Daytona, 122; EXP, 122; Alliance, 127; Laser, 141, and Encore, 164.

Compacts: Cavalier, 44; Mustang, 44; Firenza, 56; Skyhawk, 58; Reliant, 66½; 2000 Sunbird, 67; Camaro, 70; Aries, 70; Firebird, 73; Topaz, 73; Cimarron, 77; Tempo, 81; LeBaron, 90; Capri, 102; Eagle, 115.

Intermediates: Phoenix, 1; Grand Am, 26½; Ciera, 27; Cutlass, 31; Celebrity, 36; Pontiac 6000, 40; Century, 41; Monte Carlo, 47; Somerset Regal, 53; Calais, 58; Skylark, 60; Regal, 62½; LeBaron GTS, 64; Bonneville, 72 Thunderbird, 76; Caravelle, 77; Cougar, 80; Lancer, 80; Grand Prix, 82; Citation, 86½; LTD, 88; Dodge 600, 93; Marquis, 93; New Yorker E, 97.

Standard-size cars: Oldsmobile Eighty-eight, 54; LeSabre, 67; Chevrolet, 74; Diplomat, 93; Parisienne, 96; Gran Fury, 101; Crown Victoria, 136; Grand Marquis, 138.

Luxury models: Electra, 45; Oldsmobile 98, 46; Riviera, 52; Corvette, 54; Continental, 56; Cadillac, 57; Toronado, 60½; Lincoln, 62; Eldorado, 71; Seville, 71; Mark VII, 81, and Fifth Avenue, 89.

Blue-ribbon panel calls for bureau of trade, science

By Geoff Sundstrom
Washington Reporter

WASHINGTON.—Lawmakers and White House officials favoring an overhaul of government trade policy offices recieved a shot in the arm last week in the form of a report by the President's Commission on Industrial Competitiveness.

The report specifically called for the establishment of Cabinet-level departments of trede and of science and technology to aid U.S. competitiveness overseas.

Last year, the President backed a Senate bill that would have reorganized certain trade functions of the Commerce Department and the U.S. Trade Representatives Office, creating a Trade Department. Many saw the proposal as an election-year alternative to bills pushed by House Democrats seeking to create an industrial policy for the U.S. Both approaches failed to win Congressional approval.

In his State of the Union address, President Reagan said proposals for trade policy reorganization were in the offing but he did not give details.

Congress is seen as anxious to act on the trade issue with sentiment building for action to help correct the record $123-billion U.S. trade deficit last year.

The commission's report said present U.S. trade policy is "fragmented" and uncoordinated.

The group also called for deficit reduction, tax reform—especially that which would eliminate wide disparities between the effective tax rates on different industries—and greater encouragement of savings by Americans.

Sheffler signs

KEOKUK, Ia.—Tony Sheffler has signed a Lincoln-Mercury franchise agreement.

NEW-CAR STOCKS

	Jan. 1, 1985	Dec. 1, 1984	Jan. 1, 1984
Alliance	127	147	97
Encore	164	129	97
Eagle	115	99	76
AMERICAN MOTORS	136	133	94
Caravelle	77	63	.....
Horizon	80	103	54
Reliant	66½	89	67
Turismo/TC-3	91	112	79
Plymouth	101	128	49
Plymouth Total	76	94	64½
LeBaron	90	81	65
LeBaron GTS	64	85	.....
Laser	141	135	79
Fifth Avenue	89	66	54
N. Yorker E/EClass	97	81	70
Chrysler Total	95	84	66
Omni	77	92	82
Daytona	122	123	92
Charger/024	88	111	101
Aries	70	89	78
400/600	93	77	88
Lancer	80	93	.....
Diplomat	93	86	57
Dodge Total	84	93	78½
CHRYSLER CORP.	85	90	70
EXP	122	129	96
Escort	74	71	60
Tempo	81	64	76
Mustang	44	43	67
Thunderbird	76	50	85
LTD	88	77	57
Crown Victoria	136	114	65
Ford Division	82	71	68
Lynx	92½	95	84
Topaz	73	76	93
XR7/Cougar	80	62	93
Marquis	93	83	50
Grand Marquis	138	116	58
Capri	102	89	104
Total Mercury	99	88	74
Continental	56	72	49
Lincoln	62	44	36
Mark VII	81	78	59
Lincoln Total	63	53	49½
FORD MOTOR	85	73	69
Skyhawk	58	54	93
Skylark	60	61	98
Century	41	37	49
Regal	62½	52	55
Somerset Regal	53	70	.....
LeSabre	67	60	52
Electra	45	33	42
Riviera	52	45	58
Buick Division	55	50	60
Cimarron	77	54	98
Eldorado	71	52	37
Cadillac	57	35	43
Seville	71	43	51
Cadillac Division	63	41	44
Chevette	42	58	63
Cavalier	44	46	60
Citation	86½	102	91
Camaro	70	83	79
Celebrity	36	39	56
Monte Carlo	47	50	98
Chevrolet	74	78	63
Corvette	54	55	49
Chevrolet Division	53	59	67
Firenza	56	70	99½
Cutlass Ciera	27	31	40
Cutlass Supreme	31	33	51
Calais	58	65	.....
Olds 88	54	47	37
Olds 98	46	37	31
Toronado	60½	67	53
Oldsmobile Division	41	41	47
Fiero	89	118	18
1000	57	51	96
2000 Sunbird	67	54	91
Phoenix	1	83	116
Firebird	73	63	85
6000	40	28	50
Bonneville	72	51	84
Grand Am	26½	29	.....
Grand Prix	82	66	94
Pontiac	96	84	86½
Pontiac Division	62	55	71
GENERAL MOTORS	52	51	60
VOLKSWAGEN	55	71	72
HONDA	0	6	19
Total Cars U.S.	65	63	63
SUBCOMPACT	73	83	57
COMPACT	64	65	76
INTERMEDIATE	54	52	63
STANDARD	86½	80	55
LUXURY	61	47	38

Deacon appointed by Porsche in Canada

TORONTO.—Volkswagen Canada, Inc., the importer of Porsche in Canada, has named David Deacon general manager, Porsche.

Deacon formerly was vice president, retail sales, at F.H. Deacon, Hodgson, Inc., a stock brokerage firm. He was Canadian Endurance Racing Champion in 1980, and drove for the BMW factory team at the 24 Hours of LeMans in 1981.

Dedeurwaerder highlights product, labor strategies

AMC preps turbo; Espace in doubt

CHICAGO.—American Motors will introduce a turbocharged engine for the Alliance "very soon," but its plans to bring the Renault Espace minivan into the U.S. apparently have become uncertain.

AMC President Jose Dedeurwaerder told reporters here for the Chicago Auto Show that he didn't know when the minivan would be brought in. Previous plans had been to introduce it in 1986. "I want competitive pricing," he explained.

Dedeurwaerder said Ford Motor Co.'s plans to add part-time four-wheel drive to its Tempos and Topazes (Automotive News, Feb. 11) will not prompt AMC to prolong the life of its 4WD Eagle.

"I never said we were going to produce Eagle for the next 20 years because we have already been producing it for 20 years," he joked. "We intend to stay in that segment" with other 4WD cars—but not a 4WD 18i, he said.

"Ford (Taurus and Sable, which were publicly displayed for the first time at the Chicago show) will look dated compared to what we will build in Canada two years from now," he said.

Dedeurwaerder said AMC's goal for this year is to be cost competitive—a challenge made more difficult in the small-car segment because of General Motors' low-labor-cost links to Japan and Ford Motor Co.'s plans to cut costs by building in Mexico. The big auto makers keep their small-car prices unnaturally low in order to improve their CAFE numbers—again, a hardship for AMC, whose only volume autos are small cars, he said.

AMC won't achieve its goal by increasing automation, he said. The key, he said, is to make labor costs at Kenosha competitive with those of other makers of small cars. AMC's UAW contract expires this year.

He said AMC plans to keep the Alliance and Encore as its smallest models and expand through what the Europeans call Class 5—midsize cars like the new Ford Taurus and Sable and the Audi 5000. — KATHLEEN HAMILTON

Eagleburger joins board of directors of Yugo America

NEW YORK.—Lawrence S. Eagleburger, president of Kissinger Associates, Inc., and former U.S. Undersecretary of State for political affairs, joined the board of directors of Yugo America, Inc., last week.

Eagleburger was a top advisor to former Secretary of State Henry Kissinger during the Nixon Administration. He is now Kissinger's business associate.

Eagleburger retired from the State Department in May, 1984, after 27 years as a career foreign service officer. He served as ambassador to Yugoslavia from 1977 to 1981, before he was appointed to the undersecretary post. That is the third ranking office in the State Department.

Eagleburger will "advise and help Yugo America in its relationships with Yugoslavia," according to Malcolm Bricklin, chairman of Yugo America.

Yugo America will import subcompact Yugo cars to the U.S.

obituaries

Samuel A. Pinkis

LAGUNA HILLS, Calif.—Samuel A. Pinkis, 80, retired mechanical superintendent of Automotive News, died here Jan. 22. Mr. Pinkis had retired in 1970 after 32 years with this publication. Born in Toronto, he lived in the Detroit area for 50 years prior to his retirement.

Tony M. Coury

MESA, Ariz.—Tony M. Coury, 74, owner of Tony Coury Buick-GMC Trucks, died Feb. 7. Mr. Coury spent 58 years in the automobile business.

Eugene D. Bell

ARLINGTON, Wis.—Eugene D. Bell, 78, Bell Motors Ford, died Feb. 3. Mr. Bell had been a Ford dealer here for 55 years.

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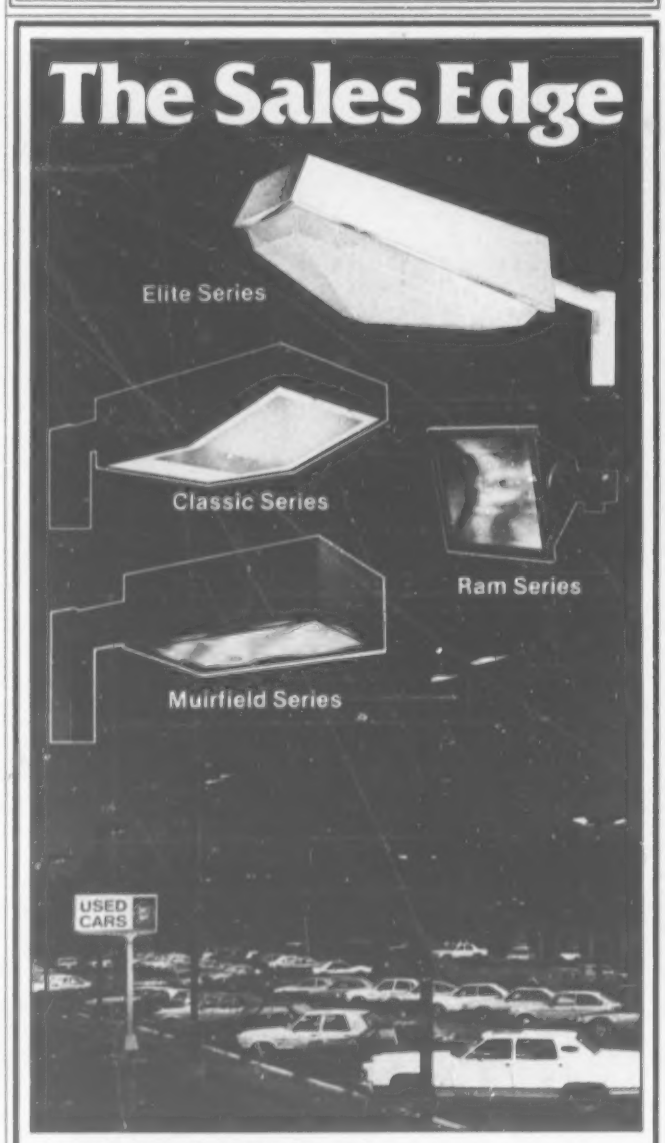

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Pace is three days ahead of 1984

Year's auto output tops a million

By Louise Kertesz
Detroit Reporter

Setting a brisker pace than last year's, U.S. car production passed the one million mark last week.

The millionth car was assembled last Monday (Feb. 11). In 1984, the milestone was reached on Feb. 14.

Year-to-date output of 1,157,471 cars was 2.69 percent ahead of the 1,127,173 completed last year at this point.

Last week's scheduled production of 173,796 cars was down a bit (1.76 percent) from the previous week's 176,912, due in part to weather-related slowdowns.

General Motors, Ford Motor Co., Chrysler Corp.and Honda all reported production losses last week due to severe weather.

Last week's build was also down 2.48 percent from the year-ago week's 178,218.

Companies shared last week's estimated production as follows: GM, 61.69 percent; Ford, 21.81 percent; Chrysler, 13.29 percent; American Honda, 2.05 percent; Volkswagen of America, 1.15 percent, and New United Motor Mfg., Inc., 0.01 percent.

A GM spokesman confirmed that a second shift will be added in July at its Wentzville (Mo.) plant, which builds C-cars.

GM scheduled two overtime shifts Saturday (Feb. 16) at its plants in Arlington, Tex.; Doraville, Ga.; Fairfax, Kans.; Janesville, Wis.; Lakewood, Ga.; Leeds, Mo.; Lordstown, O.; Oklahoma City;, Orion Township, Mich., and Wilmington, Del.

One overtime shift was scheduled Saturday at GM's plant in Wentzville.

Honda scheduled 10 hours of overtime Saturday at its Marysville (O.) plant.

Ford has scheduled daily overtime this week (Feb. 18) at all its plants except Wayne, Mich.

Ford shows off its newest, months ahead of sales date

By Kathleen Hamilton
Assistant Managing Editor

CHICAGO.—Ford Motor Co. came to the Chicago Auto Show with pre-production prototypes and promises of vehicles to come. It was an unusual gamble: Introducing vehicles months before they go on sale.

But most people know the Ford minivan, Aerostar, is coming out this summer and will wait to compare it with the General Motors and Chrysler Corp. entries before buying, said Louis Lataif, Ford North American Automotive Operations sales vice president.

As for the early unveiling of the midsize entries, Taurus and Sable, Lataif said most people buy cars when their old ones need to be traded. Ford won't lose many sales of older-style cars by showing off its new ones, he said.

Besides, the Chicago show was the first stop in a cross-country tour for Taurus cars. They will be shown off to dealers, employes, suppliers and the press until their introduction this fall as 1986 models.

Ford Division has targeted sales of 240,000 Taurus models in the first full year of production, said Robert Rewey, the division's new general manager. He predicted his division's most popularly equipped Taurus will sell for about $10,000. And he touted the new wagons as the most aerodynamic in the industry.

The new Merkur XR4Ti, on sale only in California until March 7, also was here for the show. Lincoln-Mercury has filled 800 of the 850 franchises for the new line so far, said John Warren, Merkur marketing manager. First full-year sales are targeted at 20,000.

The next Merkur will debut in the U.S. in 14 months, said L-M's new general manager, Thomas J. Wagner. Industry sources indicate it will be a sedan based on the European Granada's replacement, codenamed Scorpion.

By the end of the decade, L-M aims to capture one full percentage point of the market with Merkur, Wagner said.

Ford has equally big plans for its minivan. Rewey predicted sales of close to 200,000 Aerostars in its first full year of production. That would be peak production capacity.

Rewey said he expects 70 percent will be equipped with an optional V-6 that gives a towing capacity of 5,000 pounds. Ford also expects to produce 15 percent of Aerostars as vans ready for conversions.

The Aerostar and similar minivans by its competitors will probably slice 20 percent off the station wagon market, Lataif said.

Executives here also took an unusual step in confirming their mid-year plans for a redesigned Escort and Lynx with a 1.9-liter engine (up from 1.6 liters), and an updated SVO Mustang with an electronically injected intercooled, turbocharged 2.3-liter engine.

Makers schedule 70,246 trucks, highest of year

With overtime scheduled at 12 plants, domestic makers expected their highest weekly output of the year last week—70,246 units. The figure was about even with the previous week's 69,688 but was 11.75 percent better than the year-ago week's 62,860.

High-level production schedules were reported despite weather-related curtailments.

Last week's estimated production topped the highest production week of 1984 by 80 units.

So far this year, 435,858 trucks have been built, 5.96 percent more than the 411,327 assembled last year at this time.

General Motors scheduled two overtime shifts Saturday (Feb. 16) at the following plants: Flint (No. 1 and 2); Janesville, Wis.; St. Louis; Lordstown, O., and Pontiac (No. 6).

Ford has scheduled daily overtime this week (Feb. 18) at all its plants except Twin Cities.

Canadian output holds steady but trails 1984 week

Scheduled Canadian production of 19,546 cars last week held steady (down 0.09 percent) with the previous week's 19,564 but fell 15.45 percent below the year-ago week's 23,118.

So far this year, 131,446 cars have been built, down 10.02 percent from the 144,618 completed last year at this point.

Makers targeted assembly of 18,704 trucks last week, about the same (down 0.17 percent) as the previous week's 18,735.

Year-to-date, 121,216 trucks have been assembled, 10.06 percent more than the 110,130 built last year at this time.

At Chrysler's Windsor (Ont.) plant, 2,604 Plymouth Voyagers, 2,718 Dodge Caravans and 594 Mini Ram Vans were scheduled for production last week, bringing the T-115 total for the year to 39,341.

U. S. CAR PRODUCTION

	Week Ended Feb. 16, 1985	Week Ended Feb. 18, 1984	Week Ended Feb. 9, 1985	Feb. to Date	Jan.1 to Feb. 18, 1984	Jan. 1 to Feb. 16, 1985
AMERICAN MOTORS	___	4,747	3,726	3,726	26,945	11,494
Renault Total	4,000	4,747	3,726	3,726	26,945	11,494
Alliance	2,600	2,402	2,341	2,341	13,514	7,273
Encore	1,400	2,345	1,385	1,385	13,431	4,221
CHRYSLER CORP.	23,100	29,176	25,108	53,279	172,170	163,812
Plymouth Total	7,000	8,001	7,338	15,886	51,672	47,804
Horizon	2,400	3,609	2,647	5,584	20,225	16,561
Reliant	3,000	3,989	3,073	6,760	28,333	20,783
Caravelle	1,300	180	1,251	2,779	1,055	8,234
Gran Fury	300	223	367	743	2,059	2,276
Chrysler Total	7,300	9,809	8,215	17,203	55,149	56,396
LeBaron	2,200	2,797	2,387	5,053	17,232	15,806
LeBaron GTS	1,100	___	1,212	2,578	___	8,553
Laser	700	1,789	896	1,812	10,853	7,030
New Yorker E-Class	1,400	2,241	1,488	3,167	14,033	9,309
Fifth Avenue	1,900	2,982	2,232	4,593	13,031	15,898
Dodge Total	8,800	11,366	9,555	20,190	65,349	59,512
Omni	2,400	3,555	2,778	5,758	18,680	17,634
Aries	2,500	3,450	2,528	5,495	23,056	15,838
Daytona	900	1,376	1,077	2,181	9,161	6,211
Dodge 600	1,600	1,950	1,575	3,594	11,354	10,113
Lancer	900	___	927	1,996	___	6,412
Diplomat	500	1,035	570	1,166	3,098	3,404
FORD MOTOR	37,911	38,307	36,105	81,348	219,439	251,378
Ford Division	24,596	25,053	23,455	52,831	145,465	163,717
Escort	7,049	7,843	6,785	15,259	45,574	45,644
Mustang	3,815	2,817	3,363	7,862	16,264	23,122
LTD	4,553	5,203	4,265	9,824	33,276	32,253
Thunderbird	5,051	4,165	4,904	10,769	23,034	27,537
Crown Victoria	___	1,455	___	___	10,996	7,122
EXP	558	645	556	1,225	4,934	3,583
Tempo	3,570	2,925	3,582	7,892	11,385	24,456
L-M Division	13,315	13,254	12,650	28,517	73,974	87,661
Mercury Total	9,730	9,131	9,080	20,633	52,888	64,075
Lynx	1,843	1,951	1,561	3,736	9,464	11,234
Capri	819	264	588	1,457	2,398	3,155
Marquis	2,426	2,038	2,157	5,067	12,944	15,154
Cougar	3,088	1,455	3,216	6,982	10,211	21,927
Grand Marquis	___	2,175	___	___	13,516	4,733
Topaz	1,554	1,248	1,548	3,381	4,355	8,872
Lincoln Total	3,585	4,123	3,570	7,884	21,086	23,586
Continental	648	732	651	1,432	3,907	4,280
Lincoln	2,540	2,576	2,528	5,584	10,016	16,706
Mark VI/VII	397	815	391	868	7,163	2,600
GENERAL MOTORS	107,220	101,418	106,340	234,920	677,091	696,062
Buick Total	19,477	22,715	19,919	43,429	148,148	134,254
Skylark	2,380	2,786	2,566	5,434	15,141	16,523
Skyhawk	3,039	3,171	2,320	5,773	22,349	14,526
Somerset Regal	2,945	___	2,657	6,092	___	16,248
Century	4,615	4,907	4,354	9,911	30,278	30,090
Regal	1,625	4,913	1,657	3,756	32,097	16,007
LeSabre/Electra	1,243	5,658	2,681	4,646	38,301	22,787
Riviera	1,255	1,195	1,436	2,914	8,575	8,446
Electra (fwd)	2,375	85	2,248	4,903	1,407	9,627
Cadillac Total	8,059	7,310	7,993	17,659	46,614	53,106
Cimarron	715	450	672	1,511	3,136	3,718
Seville	825	965	968	1,957	5,297	5,790
Eldorado	1,460	1,711	1,718	3,481	9,985	10,656
Cadillac (rwd)	1,057	4,164	1,274	2,542	26,912	8,105
DeVille (fwd)	4,002	___	3,361	8,168	1,284	24,837
Chevrolet Total	39,768	33,874	38,060	85,570	232,179	251,295
Chevette	3,596	4,159	3,107	7,425	28,119	22,314
Cavalier	11,095	8,022	11,060	24,070	57,584	67,524
Celebrity	6,248	6,366	5,637	13,187	41,132	39,158
Camaro	5,095	5,258	4,711	10,758	37,199	31,720
Citation	1,620	2,042	1,504	3,447	12,948	10,873
Malibu/El Camino	630	768	408	1,124	4,212	3,360
Monte Carlo	3,848	4,012	3,364	7,844	29,053	19,857
Chevrolet	6,636	2,486	7,253	15,540	16,589	51,612
Corvette	1,000	761	1,016	2,175	5,343	4,877
Oldsmobile Total	26,403	26,235	26,924	58,720	174,700	172,506
Omega	___	1,286	___	___	7,443	___
Firenza	906	1,252	1,899	3,151	10,016	10,141
Cutlass Supreme	4,012	8,232	3,152	7,958	51,533	26,288
Cutlass Ciera	7,430	4,927	8,976	18,004	35,165	52,905
88/98 (rwd)	5,974	9,582	5,284	12,605	63,109	38,038
Olds 98 (fwd)	3,351	___	3,147	7,097	1,336	18,791
Calais	3,750	___	3,422	7,779	___	19,942
Toronado	900	956	1,044	2,128	6,096	6,403
Pontiac Total	13,513	11,284	13,444	29,542	75,450	84,899
Acadian**	___	335	182	257	2,176	1,413
2000 Sunbird	3,304	3,331	3,188	7,004	19,894	19,937
1000	468	755	566	1,197	5,523	4,265
Firebird	2,741	2,192	2,520	5,775	15,724	17,072
Phoenix	___	274	___	___	2,277	___
Grd. Prix/Bon Vle	___	1,411	___	___	9,908	___
6000	570	___	561	1,233	___	2,778
Parisienne	1,725	447	1,477	3,535	3,238	10,424
Fiero	2,400	2,539	2,342	5,222	16,710	14,342
Grand Am	2,305	___	2,608	5,319	___	14,668
HONDA	3,545	2,178	3,517	7,746	15,424	21,696
NUMMI (Nova)	20*	___	20*	41*	___	65*
VOLKSWAGEN	2,000	2,392	2,096	4,502	16,104	12,962
Total Cars, U.S.	173,796	178,218	176,912	385,562	1,127,173	1,157,471
Total Cars, Canada	19,546	23,118	19,564	43,181	144,618	131,446
N. American Cars	193,342	201,336	196,476	428,743	1,271,791	1,288,917
N. American Trucks	88,950	79,922	88,423	195,298	521,457	557,074
North American Cars and Trucks	282,292	281,258	284,899	624,041	1,793,248	1,845,991

*Revised estimate.
**— All Acadians are built for sale in Canada.

CANADIAN CAR PRODUCTION

	Week Ended Feb. 16, 1985	Week Ended Feb. 18, 1984	Week Ended Feb. 9, 1985	Feb. to Date	Jan.1 to Feb. 18, 1984	Jan. 1 to Feb. 16, 1985
AMERICAN MOTORS	50	610	___	60	4,132	1,024
FORD MOTOR	10,426	8,282	10,807	23,489	48,357	73,145
GENERAL MOTORS	8,835	14,001	8,532	19,137	90,664	55,792
VOLVO	225	225	225	495	1,465	1,485
Total Cars, Canada	19,546	23,118	19,564	43,181	144,618	131,446

TRUCK PRODUCTION IN U.S.☆

	Week Ended Feb. 16, 1985	Week Ended Feb. 18, 1984	Week Ended Feb. 9, 1985	Feb. to Date	Jan.1 to Feb. 18, 1984	Jan. 1 to Feb. 16, 1985
CHEVROLET	23,509	19,428	23,398	51,994	132,248	149,971
DODGE	3,800	4,058	4,118	8,731	28,234	26,248
FORD	24,190	24,191	24,375	53,083	155,414	148,824
GMC	7,709	6,341	7,165	16,373	42,365	43,954
INTERNATIONAL	1,640	1,606	1,599	3,565	9,212	9,946
JEEP	4,300	3,698	4,360	9,540	23,677	26,691
NISSAN	2,948	2,188	2,523	5,944	13,037	16,016
AM GENERAL	50*	50*	50*	110	340*	330*
MISCELLANEOUS	2,100*	1,000*	2,100*	4,020*	6,800*	13,860*
Total Trucks, U.S.	70,246	62,860	69,688	153,960	411,327	435,858

CANADIAN TRUCK PRODUCTION

	Week Ended Feb. 16, 1985	Week Ended Feb. 18, 1984	Week Ended Feb. 9, 1985	Feb. to Date	Jan.1 to Feb. 18, 1984	Jan. 1 to Feb. 16, 1985
CHRYSLER CORP.	8,568	7,165	8,648	19,059	43,414	57,194
FORD MOTOR	3,648	3,428	3,612	7,997	22,823	23,448
GENERAL MOTORS	6,248	6,321	6,225	13,740	42,943	39,127
INTERNATIONAL	240	148	250	542	950	1,447
Total Trucks, Canada	18,704	17,062	18,735	41,338	110,130	121,216
N. American Trucks	88,950	79,922	88,423	195,298	521,457	557,074

☆ — Now includes window van production. *— Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.

Virginia dealer group elects Mugford president

RICHMOND, Va.—Edwin W. Mugford, president of Royal Oldsmobile here, has been elected president of the Virginia Automobile Dealers Assn.

His executive committee will be: L. Jack Esteppe, Esteppe Olds-Datsun, Lynchburg, first vice president; William G. Bruce, Bruce-Flournoy Ford, Norfolk, second vice president; L. Lin Peacock Jr., Larry's Buick, Arlington, secretary-treasurer.

A.D. Woodson, Woodson Pontiac, Roanoke, immediate past president, and J. Ronald Nowland, Richmond, executive vice president.

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Automotive News

February 25, 1985

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Mazda to have $6 wage edge at Michigan plant

By Marjorie Sorge
Labor Editor

Mazda's plant in Flat Rock, Mich., will have a labor cost advantage of at least a $6 an hour over the rest of the U.S. auto industry by 1991.

Sources said this is likely to result from its agreement with the UAW and its status as a new company. Mazda will open its car production plant at Flat Rock in the fall of 1987.

It is not just the $6 wage-and-benefit advantage that will hurt the rest of the U.S. auto industry, some analysts said. They expect the flexibility in plant operations granted in the agreement to add another $1.50 an hour to Mazda's competitive edge.

"It raises some questions about the competition on U.S. soil," said one analyst.

Interestingly, the letter of intent reached last year between the UAW and Mazda already stipulates what will finally become the collective bargaining agreement.

In the first contract, the base wage rate at the Flat Rock plant (excluding cost-of-living-adjustments) will be $14.30 an hour beginning in July, 1988, and climbing to $16.97 by June 1991.

With COLA, the rate is still $14.30 at the beginning and $18.99 by June, 1991. It will be uniform for all production and maintenance classes and all maintenance employes. COLA will be paid in full from the beginning of the agreement and based on the U.S. Consumer Price Index.

That initial wage rate represents 85 percent of Ford's anticipated base rate of $16.82 by July, 1988, the date the Mazda-UAW contract is expected to take effect.

According to the letter, the contract will stipulate that the starting wages will not be greater than 85 percent of the base rate plus COLA prevailing in the auto industry with the difference to be reduced in steps by the end of the first agreement, allowing the Mazda workers to reach levels generally prevailing in the industry by 1991.

Some analysts say the Mazda workers will still trail the industry's base rate by 70 to 80 cents an hour. The rest of the $6 an hour is principally the service pension and retiree insurance costs Mazda will not have to bear since it is a new company. Pensions and health insurance will account for about $3.50 an hour.

Mazda workers are also guaranteed 85 percent of any general wage increases at Ford preceeding the effective date of the new agreement.

The Mazda-UAW letter of intent says bargaining should begin within three months of commercial production startup and be completed within six months. Production is scheduled to begin in the fall of 1987.

According to the letter of intent, the following must also be incorporated in the collective agreement:

1. UAW recognition of produc-

Continued on Page 73, Col. 3

Peeking at P-car

Chrysler 86½ entry: Small but upscale

Chrysler Corp.'s 1986½ subcompact P-cars will be larger and more luxurious than Omni and Horizon, although the four-door hatchback is slated to eventually replace those cars. A two-door hatchback also will be offered. The P-cars will be powered by a new 1.8-liter engine and the 2.2 in normally aspirated and turbo versions. The new cars will be based on the Daytona/Laser floorpan and will be about three inches shorter and two inches wider. Chrysler is planning on continuing Omni/Horizon production into 1986.

Extension appears possible; Reagan 'considering' matter

Fate of VRA still up in the air

By Geoff Sundstrom
Washington Reporter

WASHINGTON.—Extension of voluntary restraints on Japanese auto exports to the U.S. was a hot issue in Washington last week. The situation was changing day by day, sometimes hour by hour.

There were reports that the Voluntary Restraint Agreement would be allowed to expire March 31 as part of a Reagan Administration trade policy that calls for America to overcome its industrial competitiveness problems largely without government aid.

On the other hand, there was speculation that the Japanese will continue some type of restraints, and President Reagan said at his news conference that he is still "considering the matter."

Lawmakers who count Ford Motor Co., Chrysler Corp. and the UAW as constituents are expected to fight for some type of restriction on Japanese autos, whether voluntary or not. The Japanese could also act to limit exports, although at a much higher level, without a formal White House request. The current agreement permits export of 1,850,000 cars a year to the U.S.

If the President makes no decision, thus putting the monkey on the backs of the Japanese, some observers feel that the Japanese will continue quotas simply to protect themselves from congressional pressures for quotas and from Administration pressures to open up markets for other products as well as U.S. auto parts and vehicles.

There were unconfirmed reports last week that the Japanese Government will continue some type of quotas on auto exports to the U.S.

While last week's official White House line on whether to seek a fifth year of the Voluntary Restraint Agreement was that the President had yet to reach a decision, it was widely reported that Cabinet trade advisors had formally recommended not to ask Japan for an extension of the four-year-old agreement.

White House spokesman Larry Speakes said the matter had not gone before the President as of last week, but he hinted the Administration may not take any position on it since "we're not required to make a decision because it's voluntary on the part of the Japanese."

White House officials said the Cabinet recommendation would be reviewed by Secretary of State George Schultz and National Security Advisor Robert C. McFarlane as part of an overall review of U.S.-Japanese relations.

At his press conference last week, President Reagan said the VRA matter was still under consideration. His remarks brought this response from Kenneth Whipple, Ford vice president for corporate strategy:

"We are encouraged that the President is still considering continuation of restraints in light of the nation's trade deficit that has already cost our country over two million jobs and $30 billion in annual trade revenues. If the Japanese restraints are allowed to expire in March, more American jobs will be lost and the trade deficit will continue to rise."

Meanwhile, on Capitol Hill, U.S. Trade Representative William Brock confirmed that Administration officials are against continuing protection for U.S. car builders.

Brock said he would not be surprised to see Japanese vehicle imports rise by as much as 750,000 units in the first 12

Continued on Page 70, Col. 1

Jeep Cherokee to be built in China this year

By Richard Johnson
Detroit Reporter

American Motors and its Chinese partner will begin assembling Jeep Cherokee kits in Beijing later this year—initially for sale in China and later for export.

Meanwhile, AMC has confirmed that Beijing Jeep Corp., a joint venture of AMC and the Chinese Government, enjoyed a profitable first year of operation. The joint venture earned the equivalent of $12.5 million in 1984, according to Joseph Cappy, AMC vice president—marketing group.

In addition, Cappy said, AMC may announce a replacement this week for Ronald Gilchrist as head of the company's China operation. Gilchrist left late last year to take an international assignment with General Motors.

Cappy said the partners are saving announcements on a variety of topics arising from the Chi-

Continued on Page 73, Col. 5

Bumper issue stays alive; Senate bill to ask 5-MPH

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—The need for stronger bumpers was a major part of Senate Commerce Committee hearings calling NHTSA on the carpet for its passive attitude toward the auto companies.

Senator Jack Danforth, Missouri Republican and chairman of the Senate committee, plans to introduce a bill that would, among other mandates, require the 5-MPH bumpers that existed from 1980 to 1982.

The current standard (the first rollback of the Reagan Administration) now requires only 2.5-MPH bumpers, front and rear.

Although Danforth has not yet introduced his bill, MVMA has put itself on record as totally opposed. Fred W. Bowditch, MVMA vice president, said such a move is "simply unneeded" since market forces are already leading to more-damage-resistant bumpers than those required by the standard. Moreover, said Bowditch, new legislative language might endanger provisions of current law that mandate cost-effective bumpers.

But two other groups—the Insurance Institute for Highway Safety and the Center for Auto Safety—took issue with the industry position.

Many auto makers that claim to be putting 5-MPH bumpers on their 1985 models are using bumpers that are weaker than those of 1980-82 which had to meet the federal bumper standard, according to data submitted to the Senate Commerce Committee by IIHS.

In fact, Brian O'Neill, IIHS executive vice president, said some so-called 5-MPH bumpers are so

Continued on Page 71, Col. 2

breaking news

Ford prices up $200; small cars exempt

DEARBORN.—Ford Motor Co. last week raised car prices an average of $200, or 1.7 percent, following actions taken by General Motors and Chrysler Corp. at the beginning of the year. The Ford hikes, effective today (Feb. 25), range from $104 on a Mustang to $538 on a Lincoln Continental. There were no changes in the prices of the company's smallest cars —Ford Escort, EXP and Tempo and Mercury Lynx and Topaz. Prices of some options went up, but there were no changes in dealer discounts or destination charges. Ford also announced an 8.8 percent financing program on Tempo and Topaz for Feb. 22 through April 22. It is available through Ford Motor Credit Co.

Chrysler's little truck won't be so little

DETROIT.—When the Dodge Dakota compact pickup bows in 1987, it will be larger than the competition from Ford and General Motors. Standard wheelbase will be about four inches longer than the competition, and the Dodge Dakota will be the only subcompact to offer an eight-foot bed. Chrysler's 2.2-liter

See BREAKING NEWS, Page 8, Col. 1

NEWSPAPER

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GM and suppliers to be partners

'A brand new way...to do business'

By Marjorie Sorge
Labor Editor

The General Motors Chevrolet-Pontiac-Canada Group and its suppliers will be partners, and long-term understandings will be more important than contracts, according to a CPC official.

"We are developing a brand new way for CPC to do business," said Donald A. Pais, director of materials management for the group. "We will have new relationships with our suppliers, based more on partnerships."

New ways of doing business will also include a continued move toward 100 percent single sourcing (currently 96 to 97 percent), fewer suppliers, early sourcing, supplier input in plant construction, strategic planning, and prototype development and on-site supplier representatives.

The entire operation will hinge on two things—getting all suppliers hooked up electronically to the factory within the next two to three years and allowing both the supplier and the CPC Group to be flexibile.

CPC will not be "heavy-handed" in getting its suppliers to adopt the GM computer network and will let them make their own choices, Pais said.

"But they must understand that they have to produce world-class quality at a cost-competitive price, which means value," he said. "How they get there is really their own independent business decision and judgment.

"There are some things you feel so strongly about that you can't just say 'here's a technique we think is so powerful that if you don't use it, we don't think you will be competitive. But that is up to you. You either believe what we are saying or you might find out the hard way.'

"But that is a little different approach than saying 'here's the program I want you to use and if you don't, you are out.'"

But to compete, suppliers will have to have direct computer compatability. Within the next two or three years, suppliers will have on-line access in the plant, Pais said, allowing them to see exactly how many parts they have in the plant at any specific time and when the last shipment was received.

Getting suppliers to agree to this system will also require a long-term commitment by the corporation.

"You shouldn't just be buying parts, you should be buying people and partnerships," Pais said. "In any business, it is the people running the things and the mangement systems that make the difference.

Continued on Page 73, Col. 1

IMPORT STOCKS

	Feb.1, 1985	Jan.1, 1985	Feb.1, 1984
Chevrolet	108½	125	___
Chrysler	60½	48½	47
Honda	12½	17½	18
Isuzu	19½	74	60
Mazda	47½	36½	18
Mitsbishi	13	22	29½
Nissan	29	35½	22
Subaru	23	12	28
Toyota	12	15	11
JAPANESE MODELS	25	26	20
Audi	110	78	28
BMW**	65	59½	69
Mercedes-Benz	39½	21	29½
Porsche	46	43	17
Volkswagen	73½	64	74
GERMAN MODELS	70	53	50
Alfa Romeo**	65	59	33
Jaguar	34½	6	17
Maserati	47	40	___
Peugeot**	45	39	50
Renault	221	195	113
Saab	31½	27	32
Volvo	37	80	41½
OTHER MODELS	46½	55½	45
TOTAL IMPORTED CARS	33	32½	26
Chrysler	51½	71	82
Isuzu	164	68	106
Mazda	36½	32½	21
Mitsuishi	22½	23	37
Nissan*	24	56	56
Toyota	33½	35	35
TOTAL IMORTED TRUCKS	36½	45	45
TOTAL IMPORTED VEHICLES	34	36	30

* Includes domestic-made trucks.
** Estimate.

Big wheels

Brad Burns, of Sun Valley, Calif., lifts the front of a huge balloon model of a Honda Big Red all-terrain vehicle. The actual vehicle is seen to Burns' left while another 22-foot inflatable looms in the background. The balloon vehicles are used at promotions around the country.

Yamaha to play role in '86 Taurus/Sable feature

Ford to unveil a 4-valve engine

By Dan McCosh
Detroit Reporter

The first American entry in the current trend to four-valve cylinder heads will be a specialty version of the 1986 Ford Taurus/Sable cars, Automotive News has learned, with the performance option designed and possibly supplied by Japan's Yamaha Motor Co.

Four-valve cylinder heads are being viewed as potential replacements for turbocharging as a means of offering high-horsepower power options on the current generation of small-displacement engines.

Interest in such performance options has been enhanced since transverse front-drive engines have made it difficult to install larger-displacement engines in some models.

Several European cars—including Saab, Mercedes-Benz and Porsche—have four-valve engines on the market, along with Japan's Toyota. Honda has been offering a three-valve engine. Domestic manufacturers have been working on prototypes, but so far none have been offered to the public.

Ford's Taurus will be powered by a new three-liter engine being tooled in its Lima (O.) engine plant. It is a sophisticated V-6 with electronic port fuel injection, a key part of Ford's program to meet current Corporate Average Fuel Economy standards.

In the high-output version, the Ford engine will feature a Yamaha-built cylinder head with four valves per cylinder, the result of a joint agreement announced early in 1984 between Ford and the Japanese company, best known for its work in motorcycles.

The Ford deal also could mark another inroad in a supplied component from Japan. Yamaha recently has been developing several exotic cylinder heads for its high-performance motorcycles and recently has been concentrating on automobile engines.

A Ford spokesman said sourcing for the four-valve head has not been determined, although other Ford sources indicate Yamaha is the prime candidate as a supplier.

A prototype engine with a Yahama five-valve cylinder head recently was unvieled, with a block that apparently is a Toyota racing engine. Yamaha also has built engines with six and seven valves per cylinder for motorcycles.

Multi-valve engines increase fuel and air flow, hence horsepower. They also offer the opportunity to "tune" valve timing specifically to engine speed, which allows higher torque at low speed, in contrast to turbocharging that increases horsepower relative to engine speed.

Import inventory up; 33-day supply on hand

By Arthur Flax
Automotive News Staff

Inventories of new imported cars edged up to a 20-month high of 262,990 units on Feb. 1, but importers managed only a slight boost in days' supply as sales also picked up a bit.

Higher inventories were good for a half-day supply increase, from 32½ to 33 days, far below the 60-day supply considered ideal.

The latest days-supply figure equals the stockpile recorded on June 1, 1983, and that figure and the unit count are the highest since that time, when there were 275,411 imported cars in stock. The figures on Feb. 1, 1984, were 205,337 cars and 26 days. On Jan. 1 of this year, the numbers were 259,933 cars and 32½ days.

The supply of imported trucks fell to 101,619 units on Feb. 1, compared with 114,485 the previous month, and sales increased slightly. As a result, average days-supply fell to 36½ from 45. On Feb. 1, 1984, there were 78,471 trucks in stock and the days-supply was 45.

Combining cars and trucks, February opened with 364,609 units in inventory, or 34 days' worth. January started with 374,418 units, worth 36 days. The previous February began with 283,808 vehicles and 30 days.

During January, German makers increased inventories and sales rates fell, resulting in increased days-supply levels.

Increased sales rates among European makers other than the Germans and a relatively small boost in inventories resulted in a drop in average days-supply.

Sales rates and shipments among Japanese makers were reasonably stable.

The Japanese makes accounted for 59.28 percent of all import cars in stock; German cars, 29.23 percent, and cars from other European countries, 11.49 percent.

One month earlier, the shares were Japanese, 62.08 percent; German, 27.17 percent, and other countries, 10.75 percent.

February started with the Japanese cars averaging a 25-day supply, down from 26 the previous month. The days-supply figures by make: Toyota, 12; Honda imports, 12½; Mitsubishi, 13; Isuzu, 19½; Subaru, 23; Nissan, 29, and Mazda, 47½.

In addition, the Mitsubishi-built imports marketed by Chrysler Corp. averaged a 60½-day supply: Dodge Colt, 51; Plymouth Colt, 53½, Dodge Vista, 72; Plymouth Vista, 76; Plymouth Conquest, 128½, and Dodge Conquest, 142½.

Chevrolet's captive imports averaged a 108½-day supply: 38 for the Suzuki-built Sprint and 146 for the Isuzu-built Spectrum.

German makes had an average of 70 days' supply, up from 53 the previous month: Mercedes-Benz, 39½; Porsche, 46; BMW, an estimated 65 days; Volkswagen imports, 73½, and Audi 110.

There was a 46½-day supply of cars from other European countries, down from 55½ days the previous month: Saab, 31½; Jaguar, 34½; Volvo, 37; Peugeot, an estimated 45 days; Maserati, 47; Alfa Romeo, an estimated 65 days, and Renault, 221.

Japanese-built light trucks and their days' supplies: Mitsubishi, 22½; Nissan, 24; Toyota, 33½; Mazda, 36½, Chrysler, 51½, and Isuzu, 164.

Perot and Texas bank duel for (Saturn?) land

Deep in the heart of Texas, a billionaire and a bank are fighting over 6,300 acres of prime land some have speculated is slated for General Motors' Saturn plant.

Early last week, the Dallas-Fort Worth Business Journal reported that H. Ross Perot, chairman of Dallas-based Electronic Data Systems, Inc., purchased 6,300 acres of land in North Texas for more than $100 million.

Late last week, the Gibraltar Savings Bank, of Dallas, said it had a binding contract with Gulf National Corp., which has owned the land since 1973.

According to an EDS spokeswoman, Perot has an agreement, too.

Initial speculation was that Perot, who became a member of the General Motors board of directors when his company was purchased by GM last fall, bought the land as a site for the Saturn plant.

However, the EDS spokeswoman said the land was purchased for Perot's private use, was purchased in four individual tracts and is in no way connected with the Saturn project. Perot, a billionaire, has extensive real estate holdings.

The Saturn plant site has created enormous interest in many states, and governors have been flocking to Detroit to make their pitches to GM and Saturn officials.

There has been speculation that the plant could end up in Texas, where Perot obviously would like to see it based.

The land Perot reportedly acquired is near the site of EDS's planned new corporate headquarters. According to the Journal story, the purchase is one of the most expensive land transactions in Texas history.

Limo by Tony's

Tony's Limousine, Inc., Warren, Mich., has designed and built the Fifth Avenue Limousine. Features include forward facing jump seats, separate rear stereo, reading lamps and choice of either cloth or leather upholstery. Retail price is $28,000.

Pa. lawmaker proposes loan deal for Saturn

HARRISBURG, Pa.—State Rep. Tom Tigue, with the backing of other legislators in the General Assembly, has proposed that the Commonwealth offer a $100-million interest-free loan to Saturn Corp. as an inducement to build its new plant in Pennsylvania.

Tigue said legislation is being drafted to offer a similar deal to any firm agreeing before June 15 to locate a $1-billion industry in the state.

BMW unfazed by Ford's cut in diesel use

By Richard Feast
European Editor

MUNICH.—Ford Motor Co.'s considerable scale-back in orders for BMW's turbodiesel engine is causing no consternation at the German group's headquarters here.

A senior BMW source confirmed that Ford is committed to paying for a minimum number of engines regardless of how many it decides to receive. He declined to reveal exact numbers, but said that since deliveries began at the end of 1983, BMW has shipped 4,500 units to Ford in the U.S.

This compares with an original agreement for BMW to supply 190,000 engines over a three-year period. The decline in U.S. diesel demand caused a revision in 1983 to only 71,000.

Although Ford's diesel program for the Lincoln Continental and Mark VII is in doubt, BMW is pressing ahead with plans to double the engine-building capability of its factory at Steyr, Austria.

In March, Fred Sinowatz, Austria's chancellor, will attend the opening of facilities that will raise Steyr's annual capacity from 140,000 to 300,000 engines by the end of next year.

The second phase of its development is beng completed in conjunction with the construction of the automobile factory at Regensburg, which will open in the fall of 1986. It will begin producing at a daily rate of 100 (23,000 a year), rising over an eight-yar period to an annual capacity of 185,000.

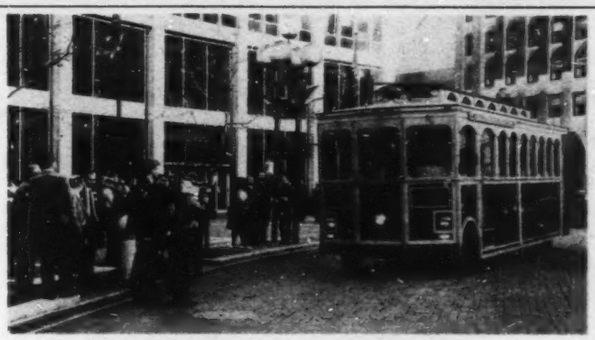
This year, BMW's existing facilities will be stretched to full capacity—about 460,000 a year, according to Chairman Eberhard Von Kuenheim.

Last year, BMW produced a record 432,000 cars, despite the spring strike by auto workers which affected output acros the whole West German industry.

Von Kuenheim reported that BMW Group sales last year rose 17.5 percent to $5.04 billion. While the full financial results will not be known until May, it is certain that 1984 will prove another record year for BMW.

Not all of its activities are progressing smoothly, however. The start of construction of its $200-million R&D center was delayed seven months because of the complexities of obtaining building permits from the Munich authorities.

The center, being built on the site of former U.S. Army barracks north of Munich known as Alabama, is unlikely to open before 1987.



A bit of San Francisco for Indianapolis

The arrival of trolleys in Indianapolis was observed by dignitaries, public officials and members of the local media. The vehicles were manufactured by Transportation Vehicles, Inc., Zellwood, Fla., and use an 8.2-liter diesel engine and MT 643 automatic transmission produced by Detroit Diesel Allison Division of General Motors. The six new trolleys, styled like San Francisco's cable cars, run on two routes designed to serve as a downtown transportation system.

Despite problems in Europe

Renault-AMC unity intact—Dedeurwaerder

By Richard Johnson
Detroit Reporter

Despite Renault's problems in Europe, the French auto maker's partnership with American Motors remains in good shape, according to Jose Dedeurwaerder, AMC president and chief executive officer.

Dedeurwaerder told a meeting of the French-American Chamber of Commerce in Detroit last week that the arrangement is "long-term."

The state-owned French auto maker is expected to report a loss of at least $8 billion francs ($825 million) for 1984. Similar losses are now being projected for 1985. The French Government abruptly ousted Chairman Bernard Hanon recently and replaced him with Georges Besse.

"I know you're aware of Renault's recent problems in Europe," said Dedeurwaerder. "The important thing to remember from our perspective at AMC is that the partnership is long-term. You can't expect either partner to set new sales and earnings records every year; each will have bad years as well as good ones.

"Last year was a good year for AMC," he said. "But it was a bad year for Renault—both in sales and earnings. The Renault management team is making many decisions to resolve the problem."

Renault and AMC joined forces in 1979. The French company now owns 46 percent of American Motors common stock. Several top executives at AMC, including Dedeurwaerder, emigrated from Renault management ranks.

Dedeurwaerder said AMC's purchases from Renault totaled more than $500 million last year.

"Today, the partnership is stronger than anyone on either side of the Atlantic had envisioned at the time it was established," he said. "Renault was the leading European brand name in this country last year. This was achieved, of course, through the AMC partnership.

"Renault brand sales in North America have grown to the point where the Renault product cycle plan for Europe is in many ways dependent on what AMC does here," he added. "No major new product program is undertaken without first making sure it fits in with our needs and plans here in North America."

Dedeurwaerder said AMC's new-found profitability is "proof of the wisdom" that went into the partnership.

AMC later this week is expected to report a 1984 profit of about $15 million, its first profitable full year since 1979. While the margin is slim compared with that of other U.S. auto companies, Dedeurwaerder stressed last week that the company achieved a turnaround of more than $250 million on continuing operations in 1984.

"When you compare that with the recent performance of other companies—especially companies of our size, with sales in the range of $4 billion—it is indeed an accomplishment to be proud of," he said.

AMC deal opens

CONYERS, Ga.—Michael Hutton has opened Hutton AMC-Jeep-Renault here.

Few vehicles are transported in American vessels

Car shipping a U.S.-Japan problem

By Jake Kelderman
Washington Reporter

WASHINGTON.—A Reagan Administration decision to let voluntary restraints on Japanese auto exports to the U.S. expire might indicate that the Administration can live with an increase of imported Japanese cars but it does not mean the Administration can live with how those cars get here.

In a series of letters and meetings, U.S.Trade Representative William Brock has let the Japanese Government know he is not happy about the fact that virtually all Japanese cars and trucks arrive at U.S. ports in Japanese or Japanese-controlled ships and that little of this estimated $500-million annual business accrues to any U.S. shipping firm.

In letters to Japanese Foreign Affairs Minister Shintaro Abe and at a recent meeting of the State Department's U.S.-Japan Interagency Maritime Group, Brock warned the Japanese that the current situation "has created a disturbing potential for trade disputes between our countries," and that something must be done about it.

"It's an outrageous situation," said a source close to the matter at the trade representative's office in describing what he labeled a nearly closed operating system.

Brock has asked the International Trade Commission to look into the competitive nature of the car-shipping business between the U.S. and Japan and report back to him by June. A public hearing is scheduled for April 9.

According to Andrew Gibson, president of American Automar, a U.S. shipper that transports Volvos to the U.S., Japan now controls about two-thirds of worldwide seaborne trade in passenger vehicles. West Germany is a distant second with 16 percent and France is third with 9 percent, he said.

He also expects that Japan's control of the market will grow during the next few years since 31 of the 39 Pure Car Carriers (PCCs) being built around the world are for Japanese companies.

Said Gibson, who has been trying to break into the Japan car carrier business for two years, "They've got a little monopoly going there."

Shipping cars across the oceans has undergone some rapid changes during the past 20 years.

From cumbersome operations that involved the hoisting of about 2,800 vehicles per ship in an operation that could take days, it has evolved into a highly automated, streamlined operation involving ships that can carry as many as 6,000 vehicles that can be driven off in a matter of hours.

Indeed, it is now common practice for car carriers to spend no more than 18 hours in any port before steaming back to home base in what has effectively become a transoceanic conveyer belt.

For the major Japanese car companies, a ship arrives about every three days at East and West Coast ports.

Those ships are not owned by the Japanese car companies, however. They are leased or chartered by those firms from about seven major Japanese shippers.

Honda uses ACT Maritime, Mitsui OSK, K-Line and NYK-Line; Toyota uses K-Line, NYK-Line, Sanko-Line, Toyo Fuji-Line and an American company, Great American Lines Co. (which transports vehicles one way and citrus products back to Japan); Mazda uses NYK-Line, Yamshita-Line, Mitsui OSK and K-Line, and Subaru uses NYK-Line and Mitsui OSK.

Nissan, unlike the other Japa-

Continued on Page 73, Col. 1

Nader emerges as protector of G. Washington

WASHINGTON.—Keeping George Washington out of the "realm of sleaziness" is the latest mission of Ralph Nader.

In a letter to President Reagan on the eve of the anniversary of Washington's birthday, Nader said that using revered heros of the past as "salespeople or hawkers on television, radio and print advertisements" can't be stopped by regulation, but President Reagan could be the "custodian of matters relating to Presidential taste and decorum."

Nader said Mr. Reagan could urge businessmen to rein in their "promotional addictions" and let the historical record speak—at least so that school children do not think George Washington was a salesman.

George Washington should not be selling Datsuns, Nader said. He added that he can't imagine Mexican merchants using Benito Juarez to sell tamales.

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60th year—No. 5063

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United Dealer Group in Chapter 7; lawsuits filed

Dealer funds in doubt as warranty firm folds

By Richard Johnson
Detroit Reporter

An estimated 40,000 extended warranty contracts issued by United Dealer Group, Inc. (UDG), and sold by more than 1,300 auto dealers are still in effect, even though the Arizona-based insurance marketer is in U.S. Bankruptcy Court and service claims are not being paid.

The collapse of United Dealer Group, Phoenix, has left dealers in 39 states wondering what became of millions of dollars they say were remitted to the company following the sale of warranties.

At least two insurance companies have filed suit against UDG alleging fraud and racketeering. An attorney for one insurer suggested that "millions" which should have been paid into reserve trusts may have been pocketed by United Dealer Group's top officers or channeled into other investments.

United Dealer Group last year sought protection under Chapter 11 of the U.S. Bankruptcy Code after an insurance carrier withheld payment of claims. On Feb. 1, a Federal Bankruptcy Court judge ordered the case into Chapter 7 and has appointed a trustee to oversee liquidation of assets.

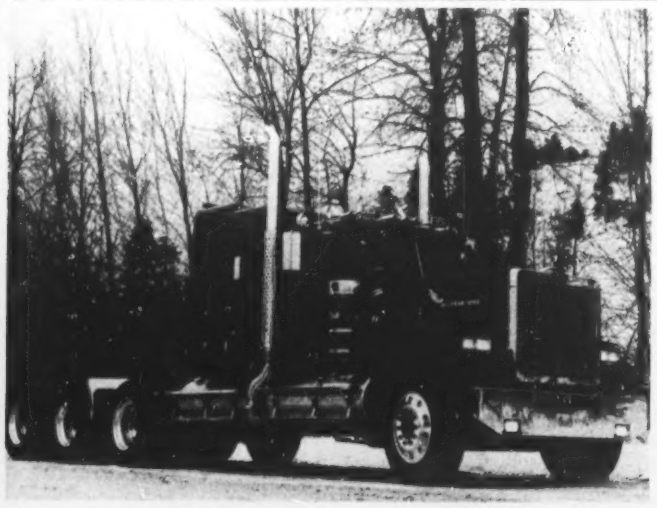
The carrier, Integrity Insurance Co., Paramus, N.J., filed suit in U.S. District Court in Arizona last summer, charging United Dealer Group with issuing faulty and invalid insurance policies.

The suit alleges that United Dealer Group and its principal officers, Marvin E. Cowdrey and R. Peter Nielson, "employed a scheme and artifice to intentionally defraud plaintiff, automobile dealers, automobile purchasers and lienholders by a number of means."

Another carrier, Texas-based Early American Insurance Co., has made similar allegations against United Dealer Group in a civil suit against the company.

Cowdrey and Nielson each hold one-third shares of the company. The remaining shares are owned by Marc Bingaman, of Orange County, Calif., who is not an officeholder in the company.

Continued on Page 28, Col. 1



Western Star's 'Gold Star'

A special "Gold Star" model has been added to its 1985 Class 8 lineup by Western Star Trucks. The company said it will build 120 units, equipped with a 400-HP Caterpillar or Cummins diesel, 13-speed transmission, air-ride suspension and a 60-inch high sleeper with a velour mattress cover.

Ford's Aerostar goal is third of mini sales

By Jack Bernstein
Staff Correspondent

ST. LOUIS.—Ford Motor Co. expects to account for a third of the industry's minivan sales once its new Aerostar gets into full production, Edson P. Williams, Ford Truck Operations general manager, said here.

At a press preview of the Aerostar at the 1985 St. Louis International Auto Show, he said Ford is shooting for "between 30 to 35 percent of the market. We don't know how big the market will be eventually, but we don't expect it to settle down for two or three years."

Production of the rear-wheel-drive Aerostar is scheduled to begin May 5 in a renovated car-assembly plant here, with 100,000 units due in 1985. In calendar 1986, Ford expects to build 200,000 of the small vans.

Williams isn't worried by the fact that Ford is the last of the Big Three to enter the minivan market, and said "I'd be disappointed" if Ford got less than a third of the market.

• Explaining the company's late start, he said "Ford delayed development of the minivan to concentrate on other truck lines. We got to them as fast as we could and in the priority we wanted.

"The changeover (of the St. Louis plant) was a much bigger job than we anticipated," he added. "We had to invent machinery as we went along. The plant will be the industry's most modern, with the latest in robots and computers, and will be 'state-of-the-art' for 10 years.

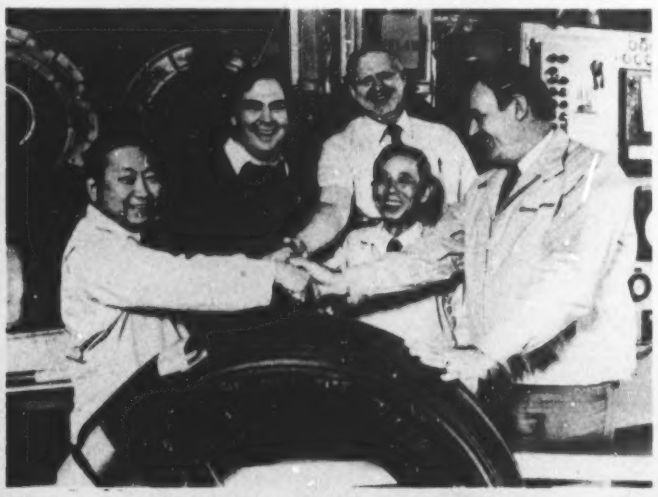
"This is going to be the most highly automated plant not only

Continued on Page 57, Col. 1

TRX-85 keynoter will be Berggren

WASHINGTON.—Thage Berggren, president, Volvo White Truck Corp., will be the keynoter at the 22nd annual convention and exposition of NADA's American Truck Dealers Division at the Sheraton Washington Hotel here April 20-23.

TRX-85 will feature nine management-education workshops. Seminar topics include "Service Merchandising," Executive Health: Keys to Increased Productivity" and Dealership Telemarketing Tips."



Millionth radial built by Bridgestone

With the millionth truck radial tire produced by Bridgestone Tire Mfg. (U.S.A.), Inc., at its Lavergne (Tenn.) plant are, from left, Kazuo, president; George Ruccio, production manager; Dave Swenson, curing manager; Satoshi Kishimoto, executive vice president, and Art Eggert, manufacturing operations director.

truck industry news

'84 tallies top 4 million for first time

Registrations hit peak

Registrations of new trucks of all types in the U.S. hit an alltime high in 1984, scoring spectacular gains in all market segments and topping the four-million mark for the first time ever.

During the year, according to R.L. Polk & Co. statistics, 4,047,192 light, medium and heavy trucks were registered, an increase of 36 percent over the year-earlier 2,976,556 and 2.1 percent greater than the previous high of 3,963,340 established in 1978.

Ford again was No. 1 in total truck registrations in 1984 with 1,162,001 units, up 23.3 percent from the year-earlier 942,568 but 11.6 percent below the company's alltime high of 1,314,251 set in 1978.

Chevrolet was runnerup with 1,089,853 tallies during the year, an increase of 20.5 percent over the previous year's 904,672. Chevrolet's best year also was 1978, when 1,275,787 units were registered.

A record 3,792,002 light trucks were registered over the 12-month span, up 35.4 percent from the year-earlier 2,799,636 and 5.1 percent greater than the previous high of 3,606,307 established six years earlier.

In 1984, the non-captive imports accounted for 18 percent of the light-truck tallies with 683,636 units. Six years ago, there were only 210,266 tallies, representing 5.8 percent of the light-truck total.

Registrations of medium trucks during the year were substantially higher than those in 1983, but they were far below the count in 1978. Heavies were higher in 1984 than both 1983 and 1978, but trailed tallies posted in record 1979.

During the year, there were 58,374 medium-truck registrations, a gain of 22.9 percent over the previous year's 47,482. The count was 64.7 percent below the 165,196 units tallied in 1978.

The 12-month total for heavies in 1984 was 196,816, up 52.1 percent from the year-earlier 129,438 and 2.6 percent higher than the 191,837 units registered in 1978. The count, however, was 7.7 percent below the alltime high of 213,174 units tallied in 1979.

Registrations were up sharply in 1984 in all weight classifications, with Group 1 tallies soaring to record levels.

The Group 1 total for the year was 2,178,694, an increase of 38.6 percent over the previous year's 1,572,277 units and 90.6 percent higher than the 1,143,064 trucks registered in 1978.

Group 2 tallies were 30.8 percent higher in 1984, 1,576,987 versus 1,205,417. But they were 62 percent below the alltime high of 2,408,269 units registered in 1978.

Soaring fuel prices in 1979 caused many Group 2 truck buyers to switch to more fuel-efficient compact trucks and the economic full-size and small domestic Group 1 vehicles developed in the first half of the '80s. This trend is likely to continue, especially among buyers using trucks for personal transportation.

• In 1984, there were 36,321 Group 3 registrations, a gain of 65.5 percent over the year-earlier 21,942 but 33.9 percent fewer than the 54,974 units tallied six years earlier.

The Group 4 count in 1984 was up 97.8 percent to 712 units, compared with the previous year's 360. However, the total was far below the 15,250 vehicles registered in 1978.

In Group 5, registrations increased almost fivefold during the year, from 923 units in 1983 to 4,422. Last year's total also was 50.8 percent greater than the 2,933 units tallied six years earlier.

During the year, there were 53,240 Group 6 registrations, an increase of 15.2 percent over the previous year's 46,199. But the 1984 total was only about a third

Continued on Page 56, Col. 5

HD registrations for '84 second only to '79 peak

New heavy-truck registrations in the U.S. last year were the second highest ever, with sharp gains in both Groups 7 and 8.

According to R.L. Polk & Co. statistics, 196,816 heavy trucks were registered, an increase of 52.1 percent over the year-earlier 129,438 units, but 7.7 percent below the record 213,174 tallied in 1979.

In December, 18,677 units were registered, a gain of 27.9 percent over the 14,604 tallied in the same month the previous year.

Registrations of Group 7 trucks during 1984 totaled 66,674 units, up 34.9 percent over the year-earlier 49,426 and 40.9 percent higher than the 47,315 units tallied in 1979.

The Group 8 count for 1984 was 130,142, an increase of 62.7 percent over the previous year's 80,012 and 21.5 percent below the 165,859 units totaled in 1979.

International led Ford in heavy-duty truck registrations with a 1984 total of 44,409 units, compared with 37,871 for runnerup Ford.

International was also No. 1 in Group 8 registrations with 29,309 tallies in 1984, while Ford was the Group 7 leader with 25,551 units.

IVECO reports record '84 sales of 3,452 trucks

BLUE BELL, Pa.—IVECO Trucks of North America, Inc., reported a record 3,452 truck sales to dealers in 1984, and James R. Bostic, president, said IVECO now is "the best-selling European (truck) nameplate in the U.S."

He attributed the sales success to the firm's "commitment to providing a range of trucks to ideally match the needs of wholesale/retail delivery business."

IVECO Z-Range diesel-powered trucks span Classes 3 through 5, which Bostic calls the "phantom classes largely abandoned by domestic manufacturers." The latest diesels, he noted, are turbocharged, "an IVECO exclusive in these classes."

Bostic said he expects IVECO sales in 1985 to hit another high of more than 4,000 units.

U.S. TRUCK REGISTRATIONS

TWELVE MONTHS, 1984 VS. 1983★

Make	12 mos., 1984	Percent Share of '84 market	12 mos., 1983	Percent Share of '83 market	Pct. pt. Change, '84-83
Ford	1,162,001	28.71	942,568	31.67	−2.96
Chevrolet	1,089,853	26.93	904,672	30.39	−3.46
Dodge	424,058	10.48	253,500	8.52	+1.96
GMC	305,196	7.54	247,970	8.33	−0.79
Jeep	148,040	3.66	76,453	2.57	+1.09
Plymouth☆	79,909	1.97	10,187	0.34	+1.63
International	66,713	1.65	50,526	1.70	−0.05
Mack	25,617	0.63	15,038	0.50	+0.13
Freightliner	16,409	0.41	11,111	0.37	+0.04
Kenworth	13,624	0.34	7,972	0.27	+0.07
Peterbilt	13,107	0.32	8,026	0.27	+0.05
White	6,871	0.17	3,242	0.11	+0.06
Mercedes	2,480	0.06	2,888	0.10	−0.04
Volvo	1,953	0.05	1,641	0.06	−0.01
Autocar	1,260	0.03	992	0.03	.....
Western Star	713	0.02	322	0.01	+0.01
Miscellaneous☆☆	689,388	17.03	439,448	14.76	+2.27
TOTALS	4,047,192	100.00	2,976,556	100.00	.....

★—New York and Oklahoma for 1984 compiled from manufacturers' sales records; No registrations for Oklahoma, 1983.
☆—Plymouth trucks are Trail Duster, Voyager, Scamp and Arrow.
☆☆—Miscellaneous includes imports, Crane Carrier, Oshkosh, FWD, Hendrickson, etc.

U.S. HEAVY—DUTY REGISTRATIONS

TWELVE MONTHS, 1984 VS. 1983★

Make	12 mos., 1984	Percent Share of '84 market	12 mos., 1983	Percent Share of '83 market	Pct. pt. Change, '84-83
International	44,409	22.56	30,824	23.81	−1.25
Ford	37,871	19.24	26,255	20.28	−1.04
GMC	25,615	13.02	16,363	12.64	+0.38
Mack	22,202	11.28	12,919	9.98	+1.30
Freightliner	16,409	8.34	11,111	8.58	−0.24
Kenworth	13,624	6.92	7,972	6.16	+0.76
Peterbilt	13,107	6.66	8,026	6.20	+0.46
Chevrolet	10,401	5.29	7,530	5.82	−0.53
White	6,871	3.49	3,242	2.51	+0.98
Volvo	1,953	0.99	1,641	1.27	−0.28
Autocar	1,260	0.64	992	0.77	−0.13
Mercedes-Benz	926	0.47	967	0.75	−0.28
Western Star	713	0.36	322	0.75	+0.11
Miscellaneous	1,453	0.74	1,274	0.98	−0.24
TOTALS	196,816	100.00	129,438	100.00	.....

★—Groups 7 and 8 trucks only; New York and Oklahoma for 1984 compiled from manufacturers' sales records; No registrations for Oklahoma, 1983.